

# Midmar Mile 2017

## Economic Impact Assessment: Top Line Summary Report



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# Positive Highlights



- 78% of the respondents were visitors to the region.
- 98% indicated that they were satisfied with the information provided.
- 95% said they would attend the event again.
- 88% of the respondents had attended the event in previous years.
- 98% said they had either a *good* or an *excellent* experience at the event.
- 90% did not experience any problems at the event.
- 98% of the respondents would recommend the event to family and friends.
- 94% would recommend KZN as a tourist destination to family and friends.
- The economic impact of the event was estimated to be as much as R87 million.

# Methodology



- Face-to-face survey with a probability sample of **219** respondents over the 2 days of the event, 11<sup>th</sup> and 12<sup>th</sup> of February 2017.
- Respondents were systematically selected throughout the 2-day period of the event.
- Made use of the internationally accepted 'representative sampling' research methodology for the event (see next slide)

# Methodology (cont'd.)



## Representative Sampling

A **small quantity of something** such as customers, data, people, products, or materials, **whose characteristics represent** (as accurately as possible) the **entire batch, lot, population, or universe**.

## Two advantages

1. Saves **time** (not enough time to interview 1 000 people during an event)
2. Saves **money** (fieldworkers are paid per survey/questionnaire – E.g. 1 000 surveys @ R25 = R25 000)

## National Department of Tourism: Accepted Standards

10 people in a room – interview all 10.

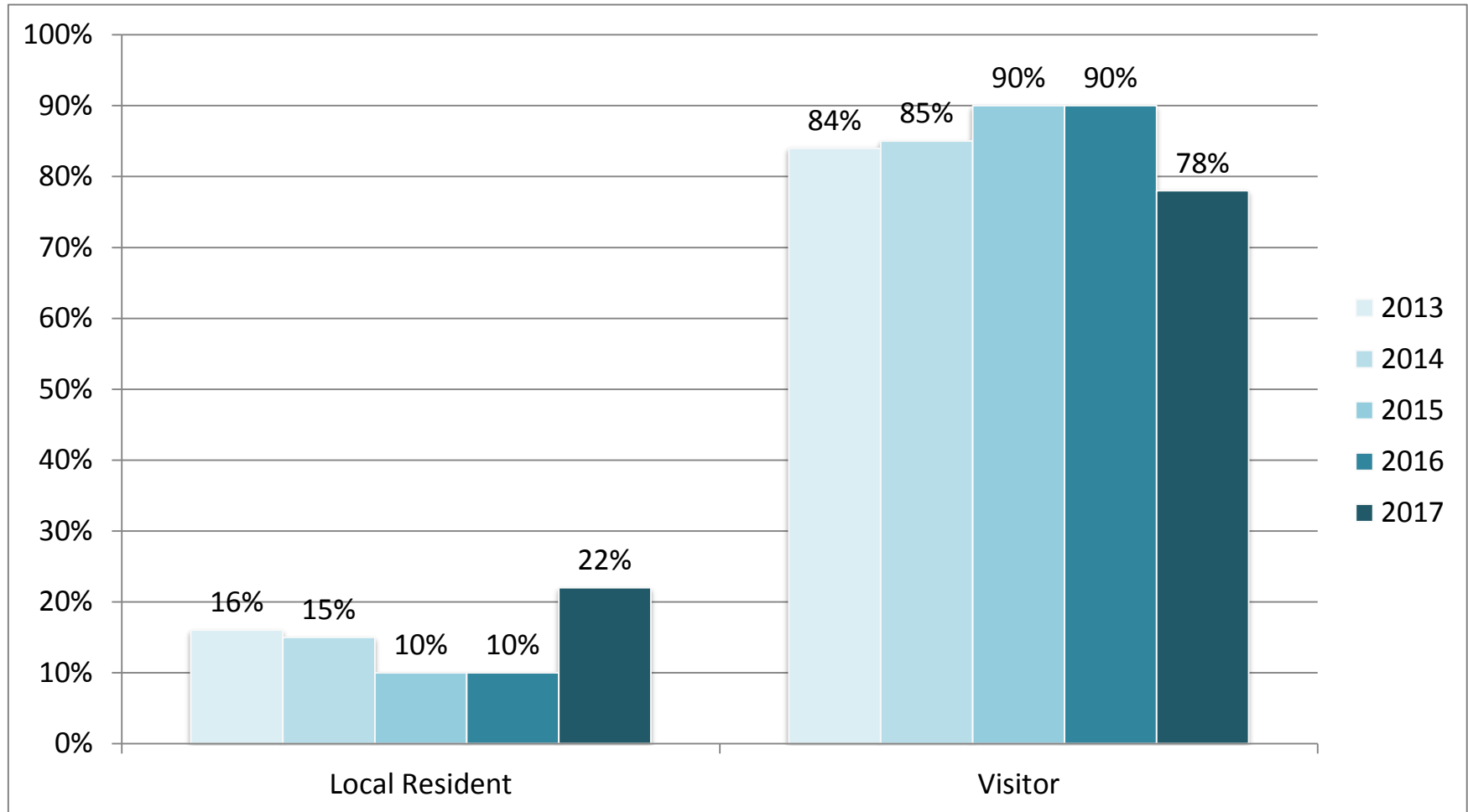
100 people in a room – safe with 40-50 surveys.

1 000 people in a room – safe with 100 surveys.

10 000 people in a room – safe with 150-200 surveys.

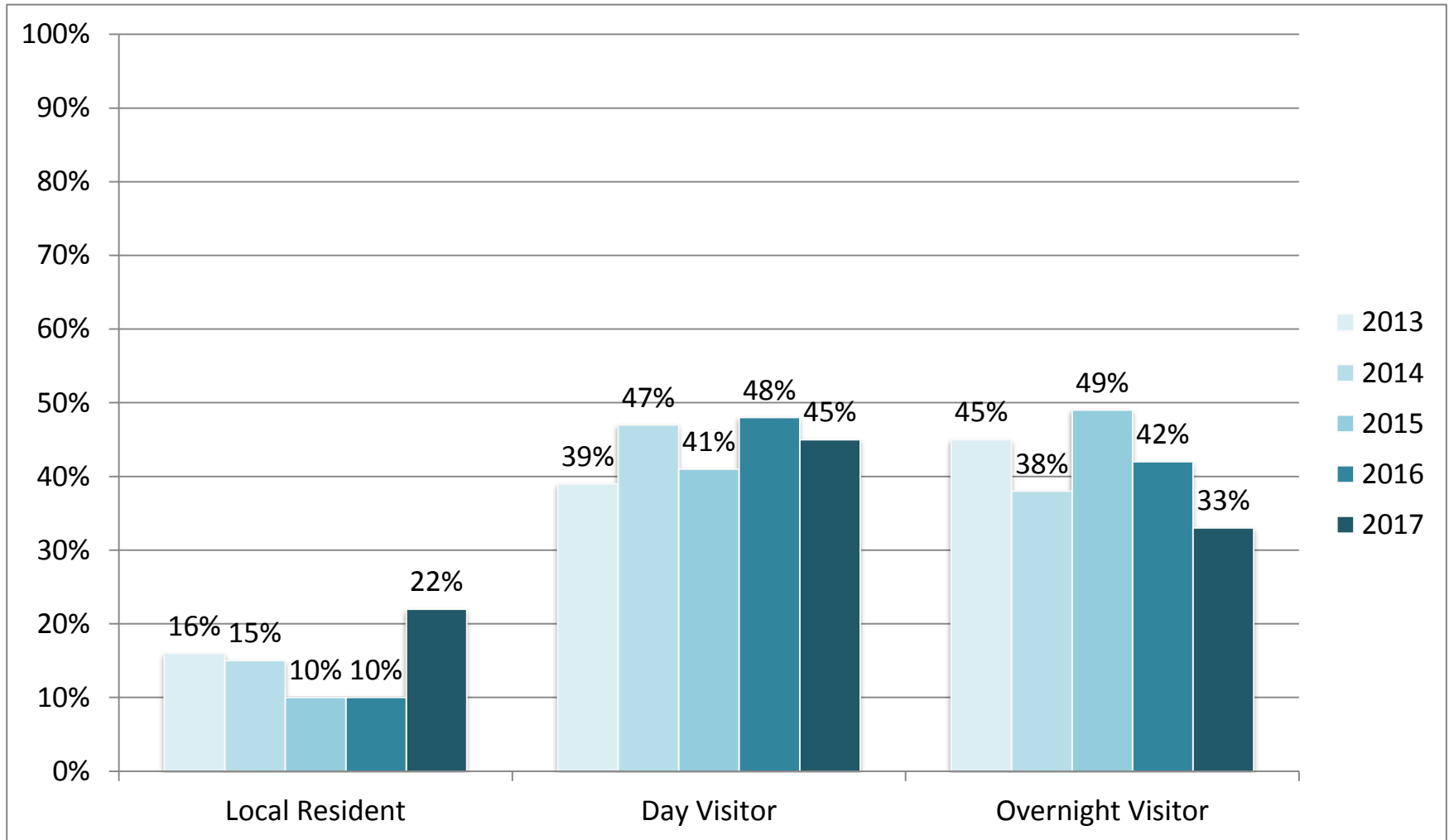
i.e. If the sample size grows to more than 400 (in relation to the population), any addition to the sample size **becomes statistically irrelevant**.

# Local vs Visitor



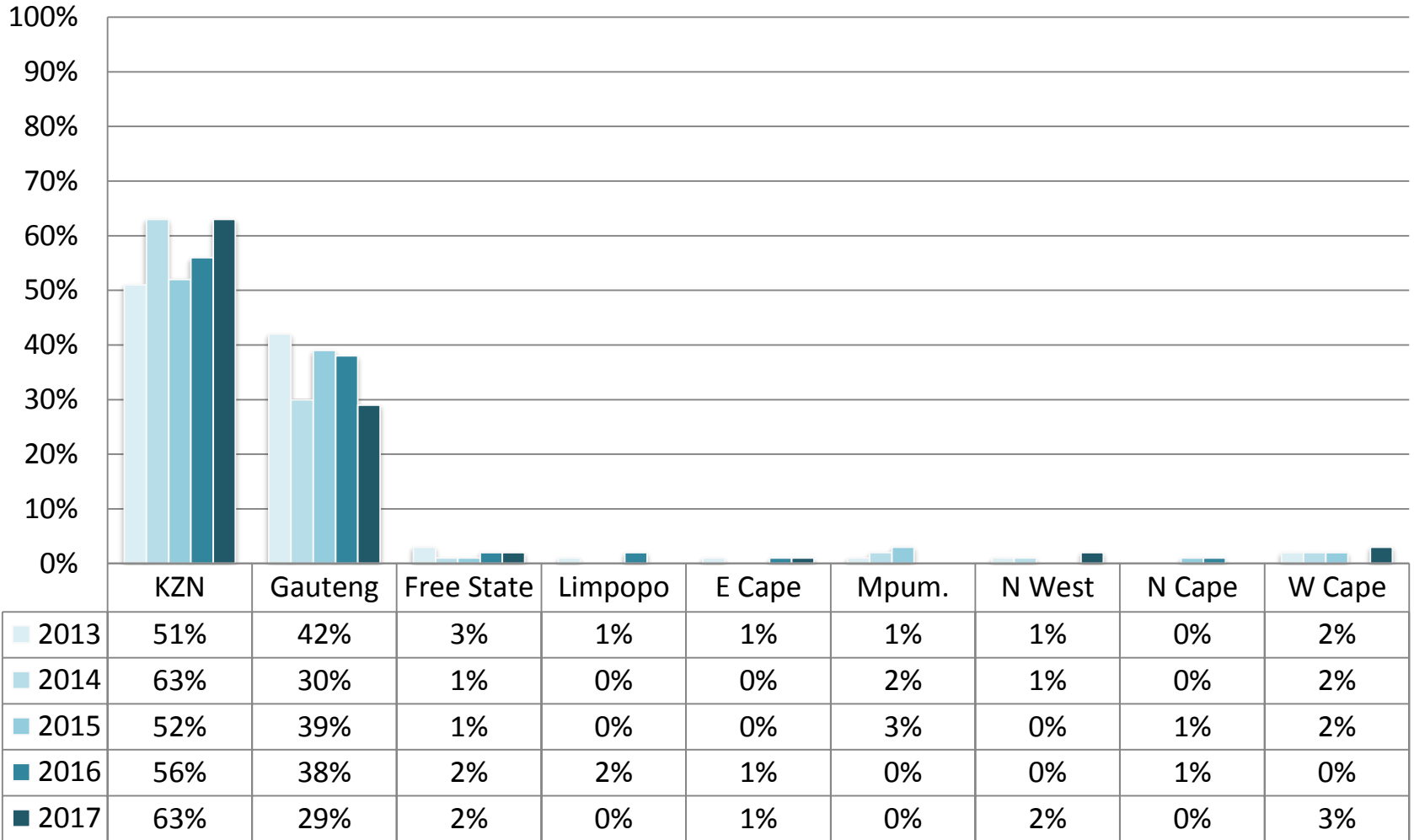
The proportion of local residents increased in 2017, while there was a decrease in the proportion of visitors to the event. Even though over 70% of the respondents were visitors, this decrease is likely to have affected the economic impact of the event.

# Local vs Visitor (cont'd.)



When looking at the different types of visitors, it is evident that there was still a higher proportion of day visitors than overnight. Once again, this may have an influence on the economic impact.

# Domestic Provinces



Once again, the majority of the respondents had come from KZN (63%) and from Gauteng (29%). There was an increase in those who had come from KZN (by 7%) and a decrease in those from Gauteng.

# Participants and Vehicles



	2013	2014	2015	2016	2017
Participants	16 487	16 919	13 298	*10 548	*10 897
Vehicles	7 598	*7 700	5 655	5 054	5 331

\*Estimated (number of finishers) - data has not been made available from the organizers. This data was obtained by adding up all of those who had FINISHED the event based, and it was obtained from *Finish Time's* website for the event.

In **2017**: 4 987 cars, 322 kombis, 8 small busses and 14 large busses entered the reserve during Saturday, the 11<sup>th</sup> of February and Sunday, the 12<sup>th</sup> of February 2017 (Source: *Ezemvelo, 2017*).



# Group Size and Spectator Estimate

	2013	2014	2015	2016	2017
<b>Average Group Size</b>	3.9	3.6	3.3	3.3	3.04
<b>Estimated Overall Attendance</b>	29 632	27 720	18 662	16 678	16 206
<b>Estimated Spectator Attendance</b>	13 145	10 801	5 364	6 130	5 309

# Estimated Economic Impact - Participants



Year	Overnight and Day Participants	Local Participants
<b>2016</b>		
Number	9 552	<i>Sample too small</i>
*Low Estimate	R26 535 134	-
**Middle Estimate	R41 872 187	-
***High Estimate	R57 209 241	-
<b>2017</b>		
Number	8 500	(1 308)
*Low Estimate	R15 436 000	-
**Middle Estimate	R20 264 000	-
***High Estimate	R25 092 000	-

\*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

# Estimated Economic Impact - Spectators



Year	Overnight and Day Participants	Local Participants
<b>2016</b>		
Number	5 516	<i>Sample too small</i>
*Low Estimate	R10 170 647	-
**Middle Estimate	R13 037 400	-
***High Estimate	R15 904 153	-
<b>2017</b>		
Number	4 141	(637)
*Low Estimate	R5 942 335	-
**Middle Estimate	R12 207 668	-
***High Estimate	R18 477 142	-

\*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

# Total Estimated Amount Spent



	2013	2014	2015	2016	2017
<b>Low Estimate</b>	R34 448 346	R29 792 155	R32 286 466	R36 705 781	↓ R21 378 335
<b>Middle Estimate</b>	R42 987 479	R42 268 844	R48 748 908	R54 909 587	↓ R32 471 668
<b>High Estimate</b>	R51 526 612	R54 745 493	R63 015 008	R73 113 394	↓ R43 569 142

**Note:** This includes spending by both day and overnight visitors only.

As is evident in the table, the total amount spent (**estimated economic impact**) has declined between 2015 and 2016. Although no set reason can be given for this, it is however possible the decreased spend by the respondents has led to this decline. It is also a sign of the current economic climate in South Africa as people either do not have as much flexible income as before, or they are saving their money for holidays or leisure trips rather than trips for an event such as this one.

# Total Estimated Economic Impact



	Direct Spend	Multiplier of 1.42	Multiplier of 2.0
<b>2014</b>			
Low Estimate	R20 574 040	R29 215 137	R41 148 081
High Estimate	R32 694 154	R46 425 699	R65 388 309
<b>2015</b>			
Low Estimate	R28 065 564		R56 131 128
High Estimate	R53 799 624		R107 599 248
<b>2016</b>			
Low Estimate	R36 705 781		R73 411 562
High Estimate	R73 113 394		R146 226 788
<b>2017</b>			
Low Estimate	R21 378 335		<b>R42 756 670</b>
High Estimate	R43 569 142		<b>R87 138 284</b>

The total estimated economic impact was down by as much as 40%, between '16 and '17.

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

# Spend Breakdown



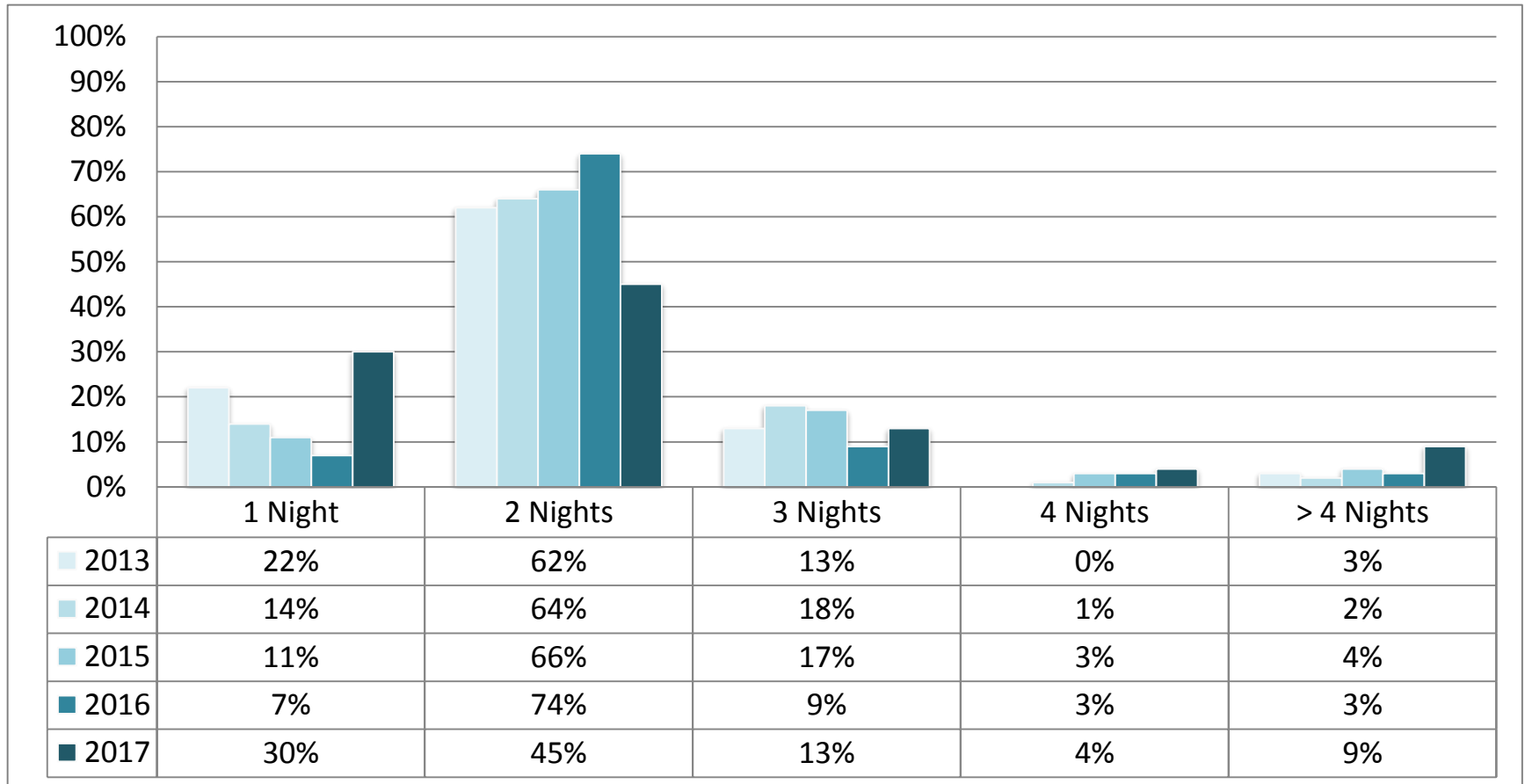
Items	2013	2014	2015	2016	2017
Accommodation <sup>^</sup>	R1 769	R1 573	R1 726	R2 430	↓R1 629
Food & Beverage	R502	R667	R1 295	R660	↓R501
Transport (e.g. fuel)	R627	R789	R1 333	R975	↓R605
Entertainment	R337	R488	R176	R240	↓R71
Souvenirs	R373	R508	R169	R474	↓R81
<b>*Total Average Spend</b>	<b>R1 832</b>	<b>R2 408</b>	<b>R1 972</b>	<b>R2 684</b>	<b>↓R2 298</b>

<sup>^</sup>Overnight respondents only.

\*NOTE: This is the total average spend for each year taking into account all the spend items. Therefore, the numbers in each column will not necessarily add up to this figure.

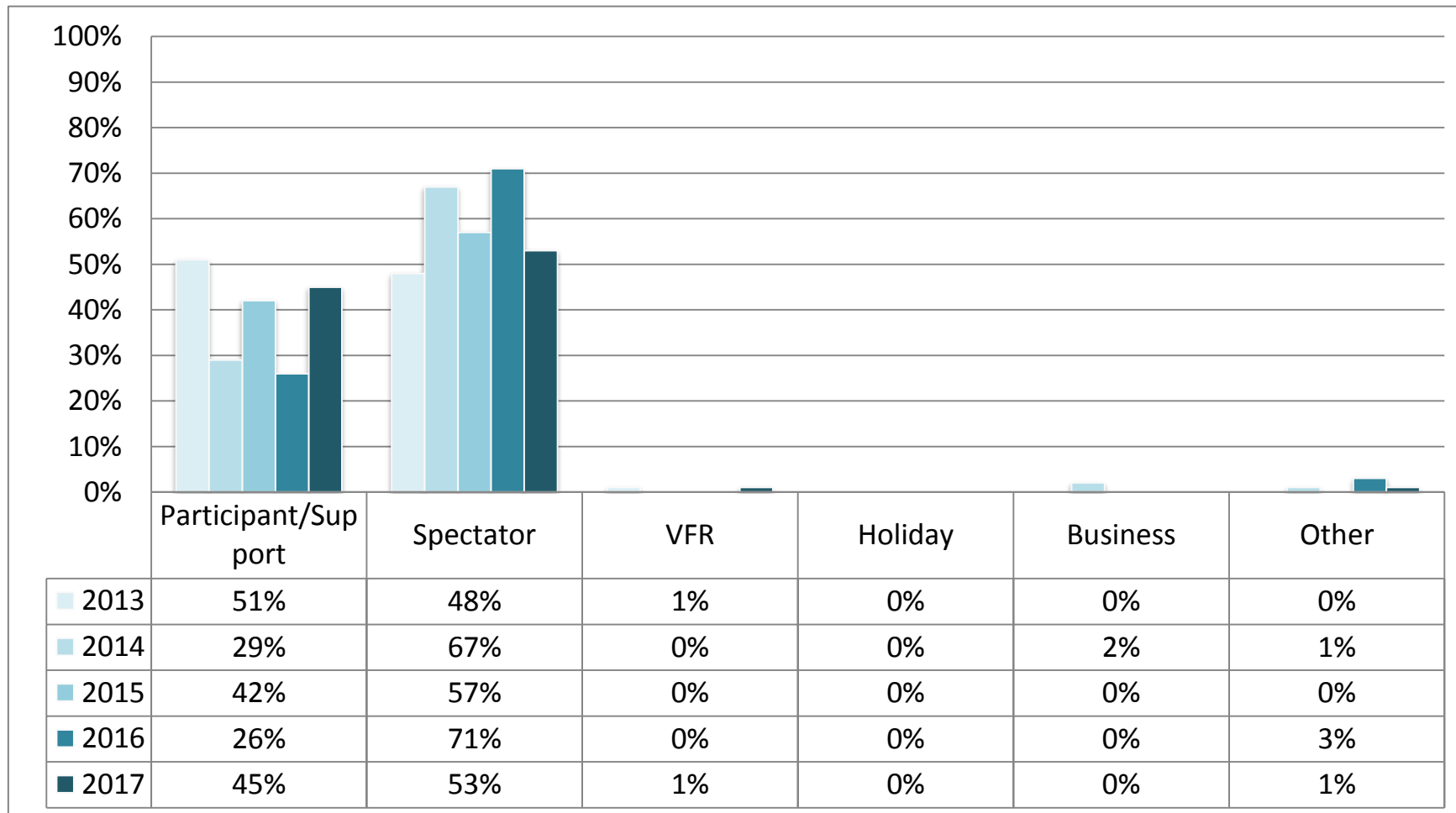
There was a decrease in the total average spend in 2017. The decrease in the spend on accommodation is due to the fact that less people stayed for 2 nights in 2017. This aspect influenced the decrease in the total average spend of the respondents, and the overall economic impact of the event.

# Length of Stay: Overnight Visitors



There has been a significant increase in the proportion of respondents who stayed for *1 night* (by 23%), while there were also slight increases in those who stayed for *3 nights* and more than *4 nights*. There was a 29% decrease in those who had stayed for *2 nights*, i.e. the weekend, leading to an overall decrease in the economic impact of the event.

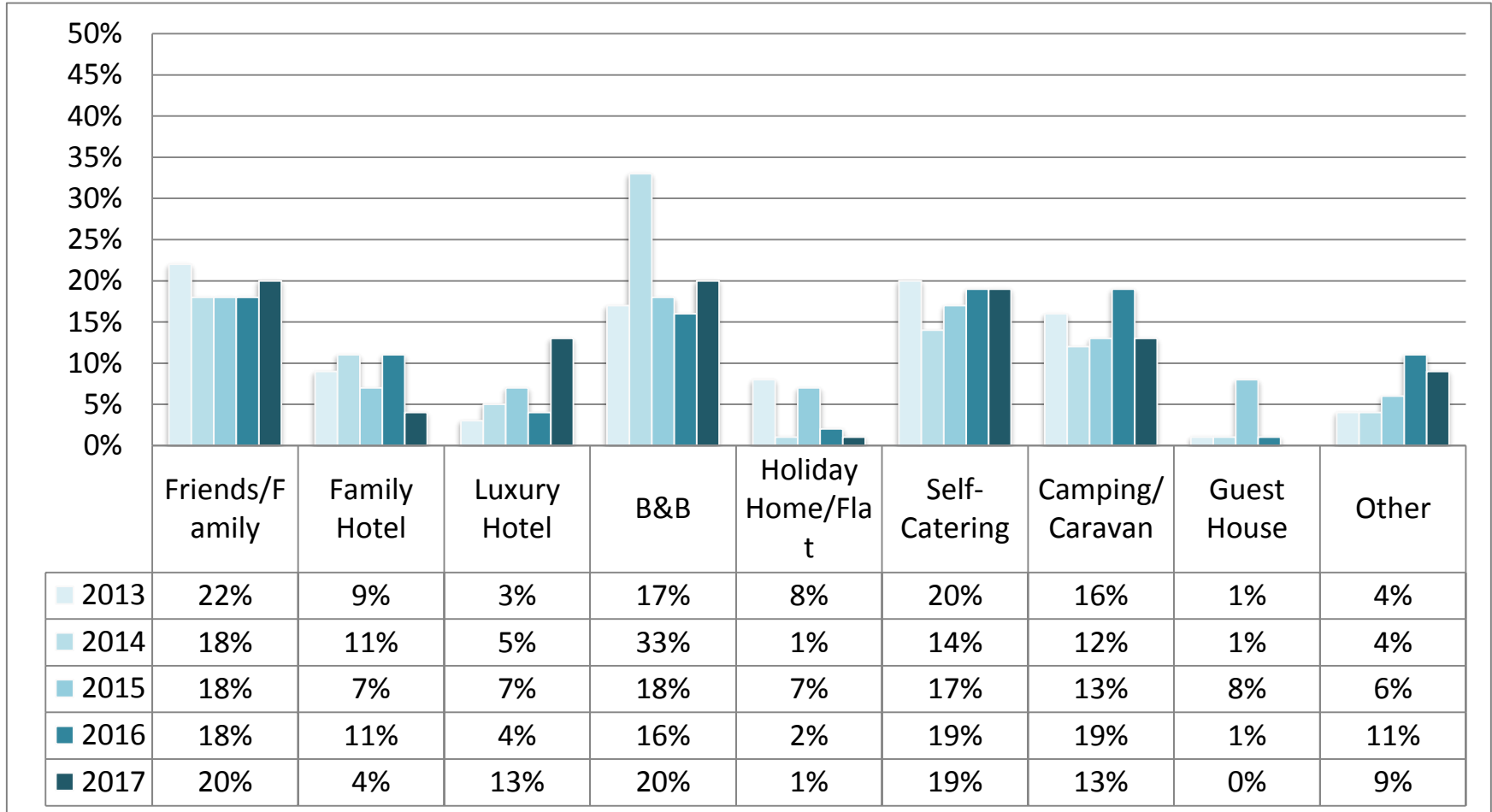
# Primary Reason



Once again, almost all of the respondents were either spectators (53%) or participants/support crew (45%). In 2017, there was an increase in the number participants that were interviewed while there were less spectators that were interviewed – when compared with 2016,

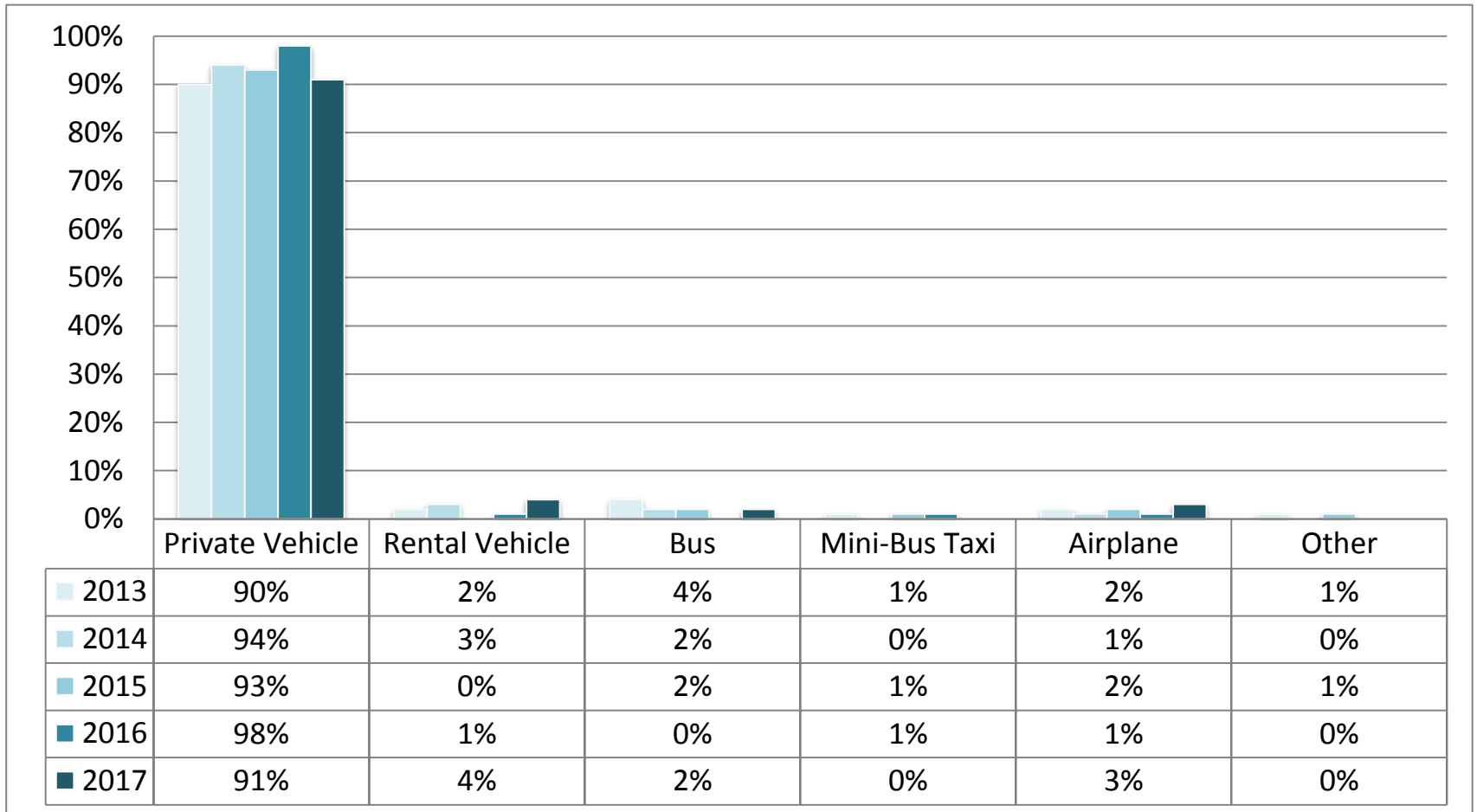


# Accommodation



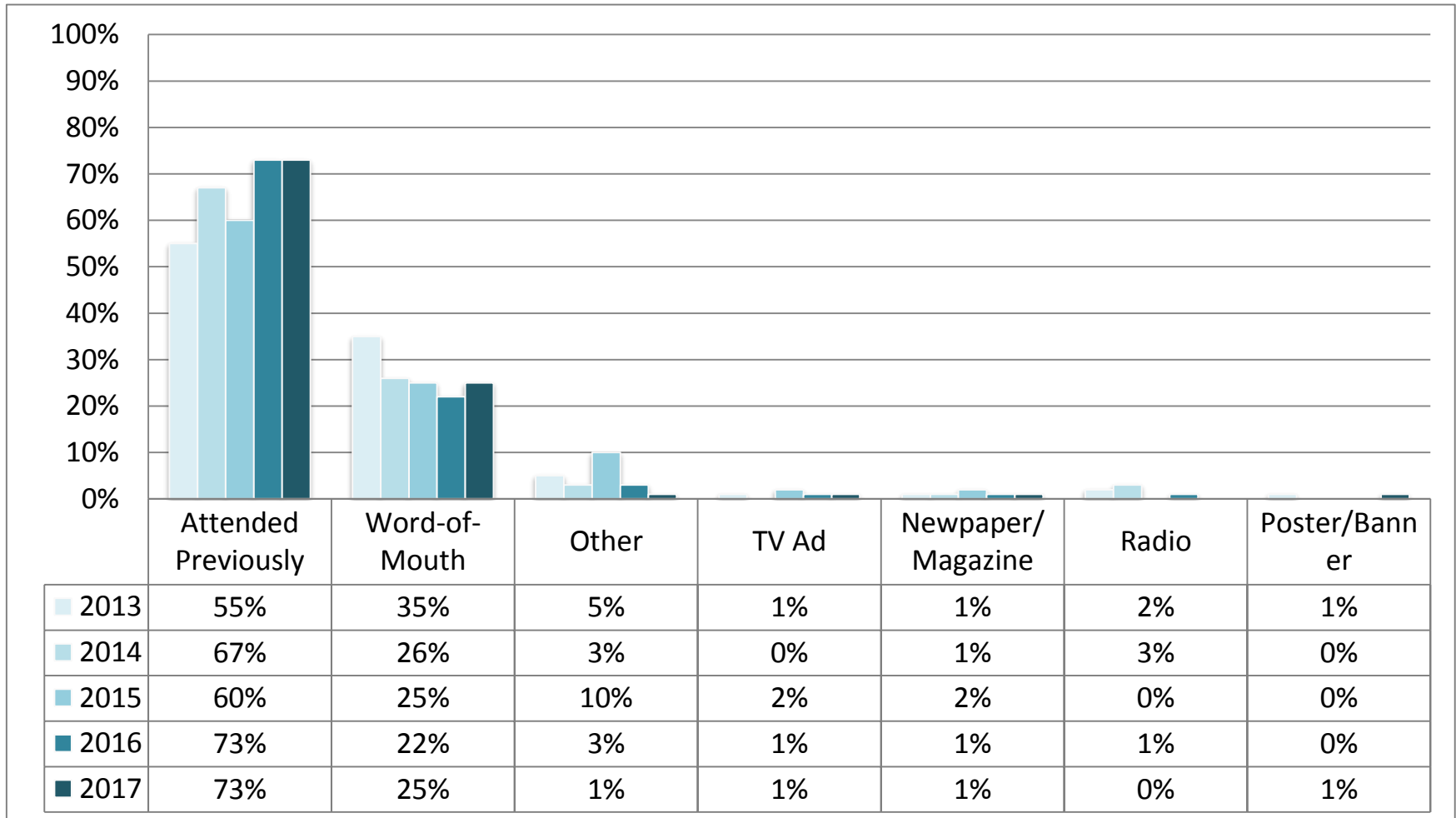
Over 80% of the respondents had stayed in paid accommodation, with *B&Bs* (20%) and *Self-Catering* (19%) being the most popular. There was an 8% increase in those who had stayed in a *Luxury Hotel* in 2017, when compared to the previous year.

# Transport to Event: Visitors Only



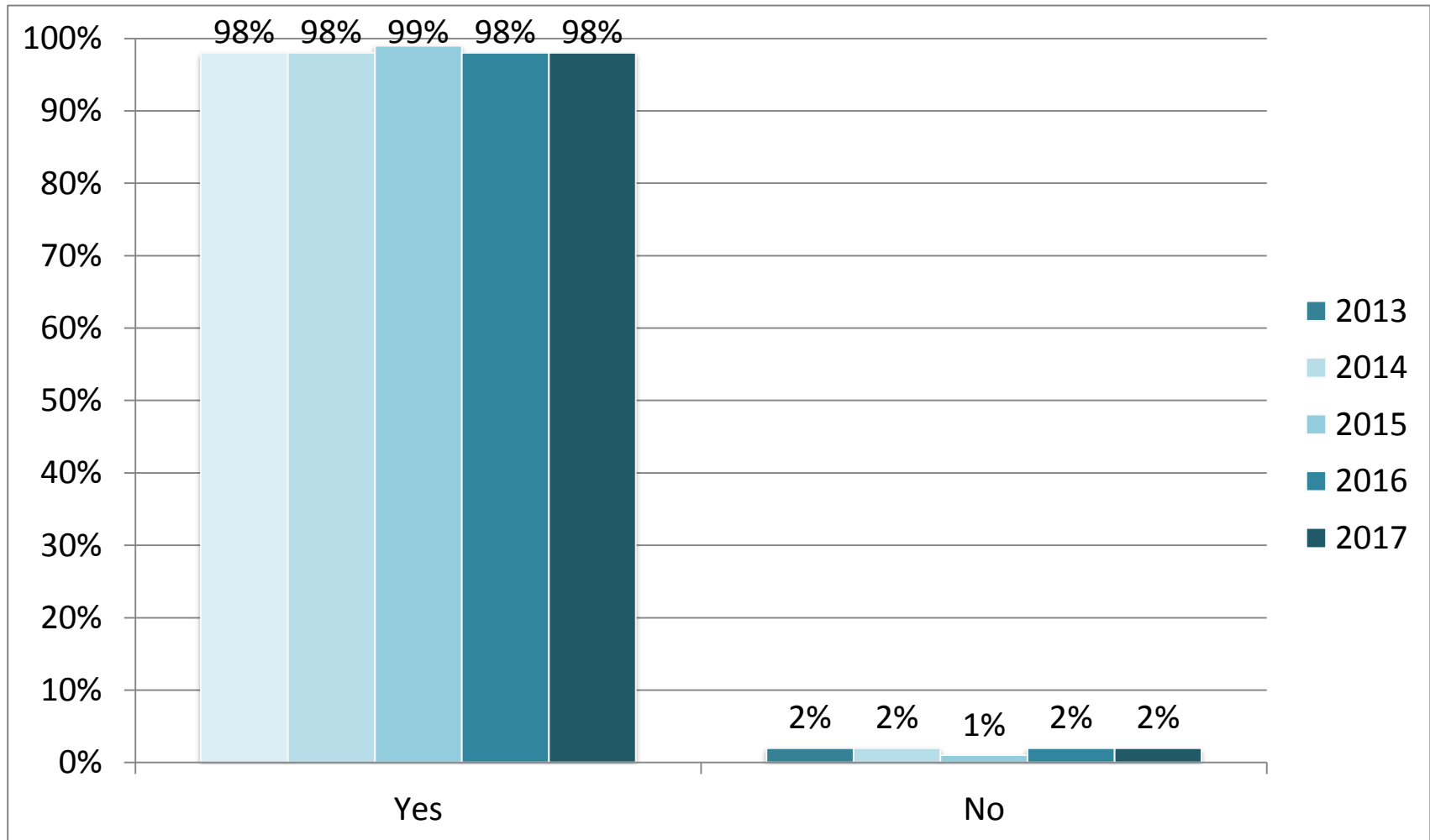
Most respondents used private vehicles (91%) and rental vehicles (4%) to attend the event. This is one of the most likely causes of the traffic problems experienced at the event.

# Influenced to Attend



*Word-of-mouth* and *attended previously* continued to be the highest influencing factors for people to attend/participate in the Midmar Mile. There was a slight increase in the number of those who were influenced by *word-of-mouth*.

# Information Satisfaction



As shown above, almost all of the respondents were satisfied with information provided regarding the event. There have been no significant changes from 2013 – 2017.

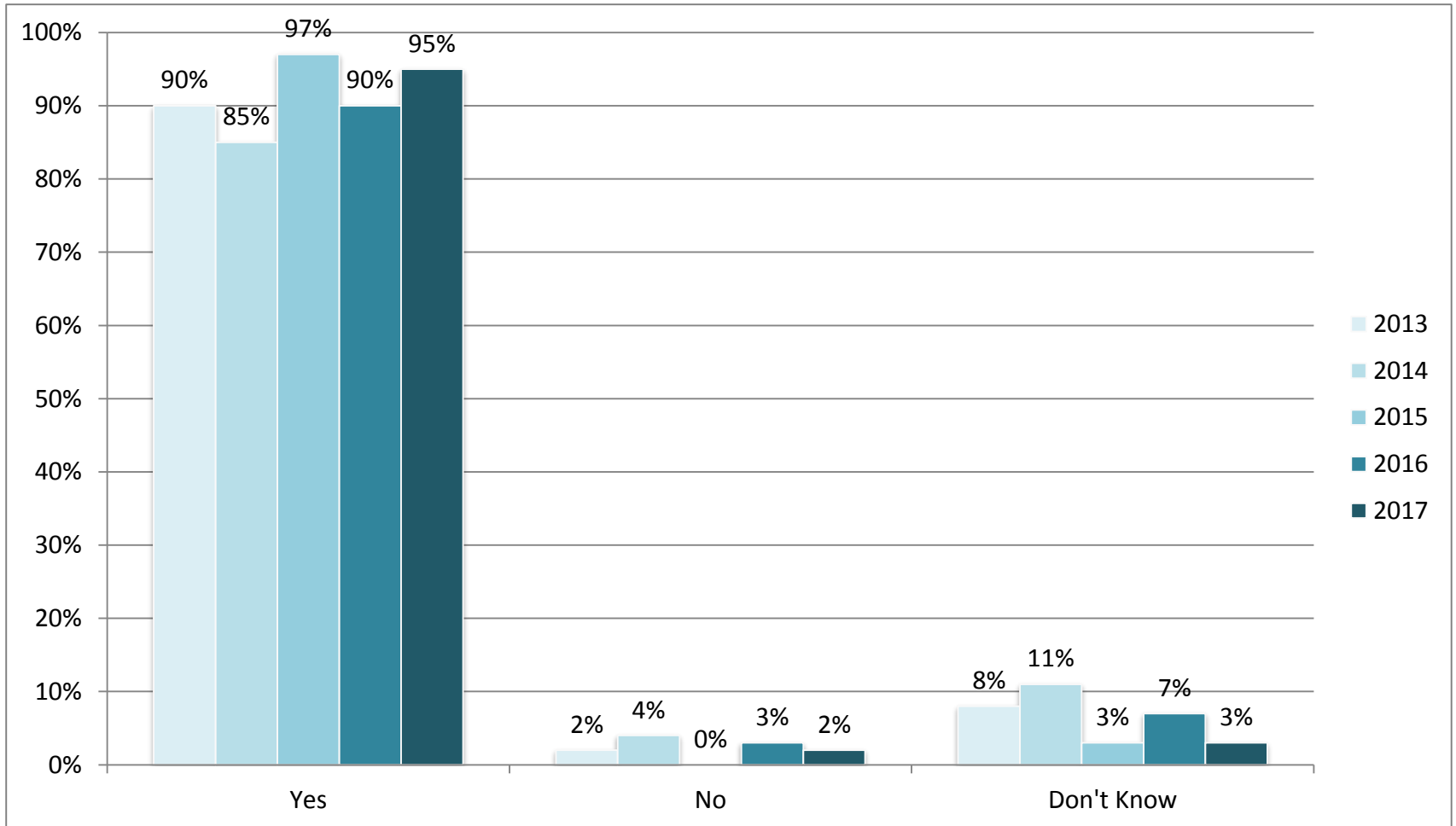
# Marketing Improvement Suggestions:



The majority of respondents indicated that the event was well marketed. Further suggestion to improve the marketing of the event were:

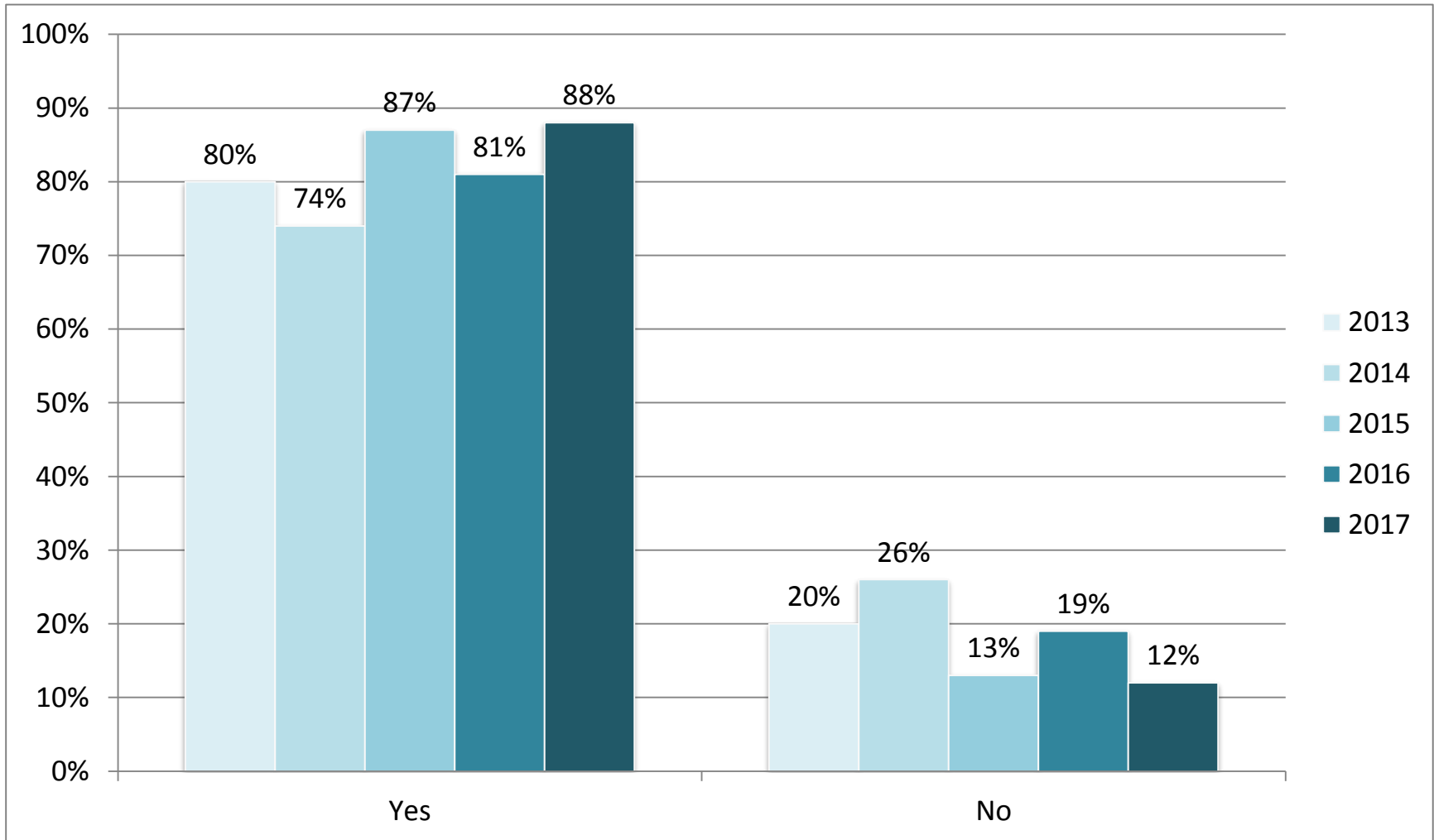
- More coverage on **TV**
- More advertising on the **radio**
- Marketing at various **accommodation establishments**
- Have more of a presence on **social media platforms**, such as Facebook
- More **road shows**, for those without internet access

# Future Attendance



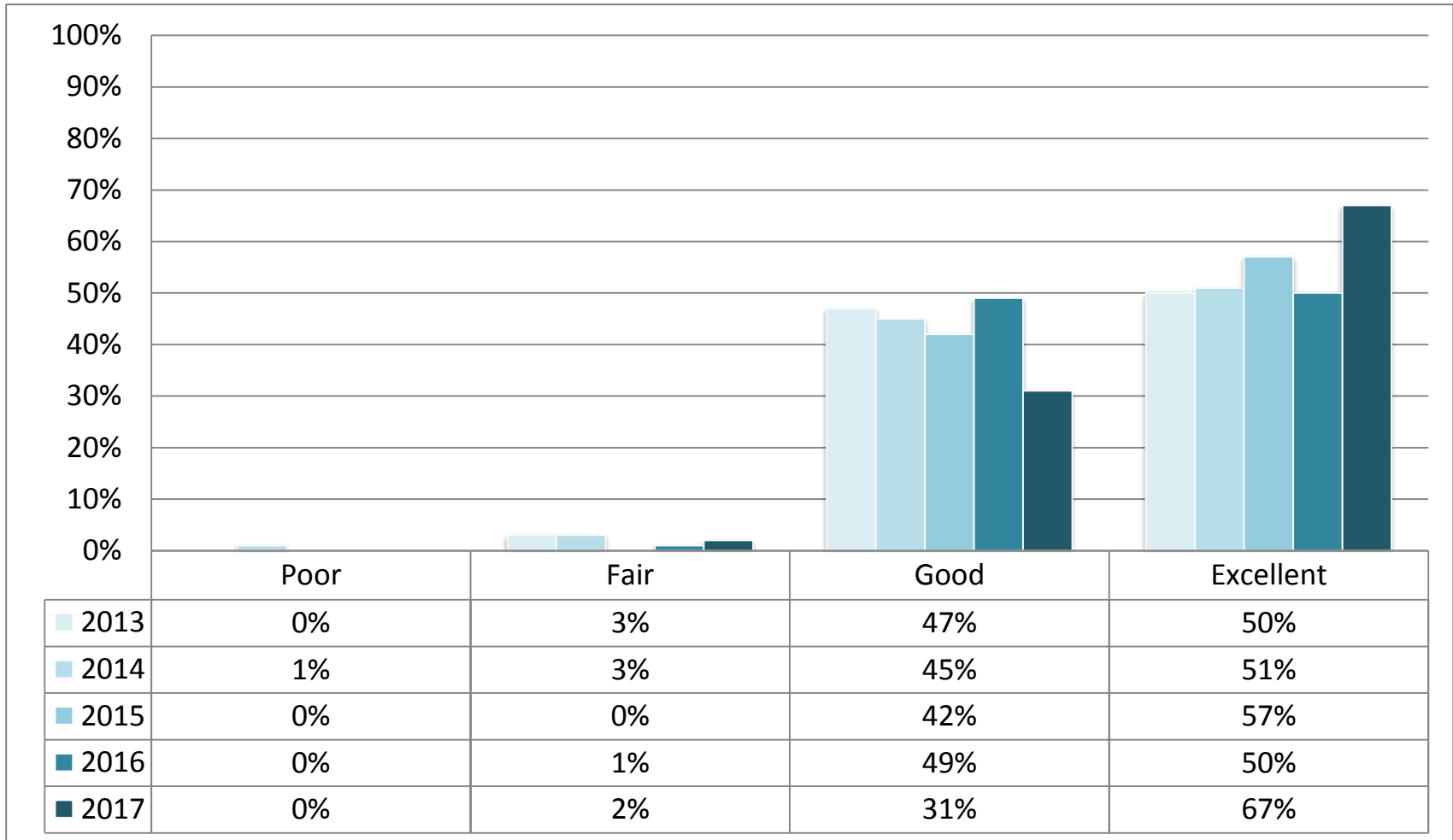
Almost all of the respondents suggested that they will attend the event again. About 3% indicated that they were not sure if they would attend the event again. However, this slide does indicate that the event is a popular one. Also, there was a 5% increase in those who said they would attend again, when comparing 2016 and 2017,

# Previous Attendance



This slide confirms that the event is popular with over 85% having attended in previous years. It also shows that more people had attended the event before 2017, when compared to 2016.

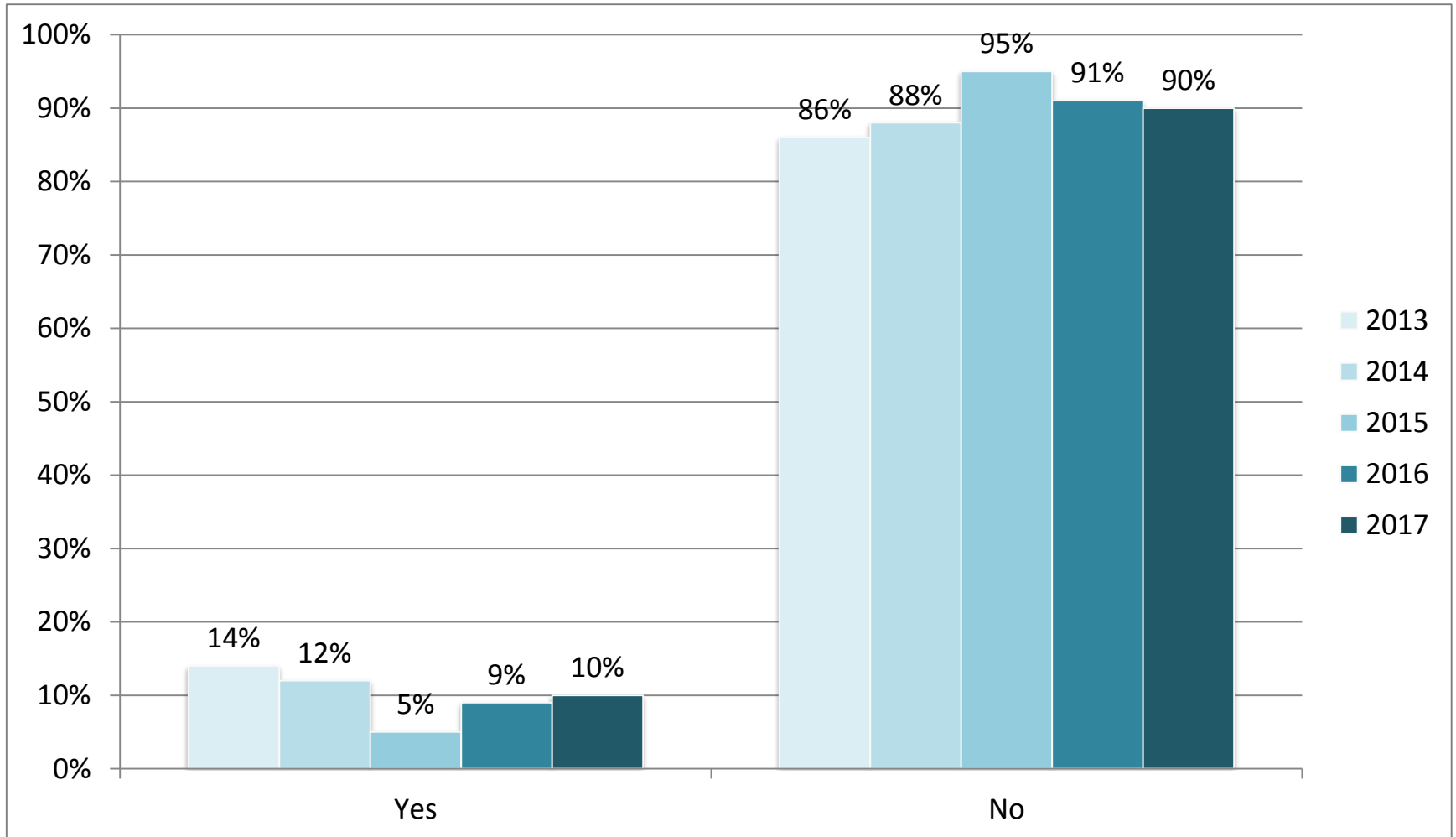
# Experience Rating



Overall, 98% of the respondents had either an *excellent* (67%) or a *good* (31%) experience at the event. There was a 17% increase in those who had an *excellent* experience when comparing 2017 and 2016, while there was a decrease in those who had a *good* experience.



# Experience Problems?



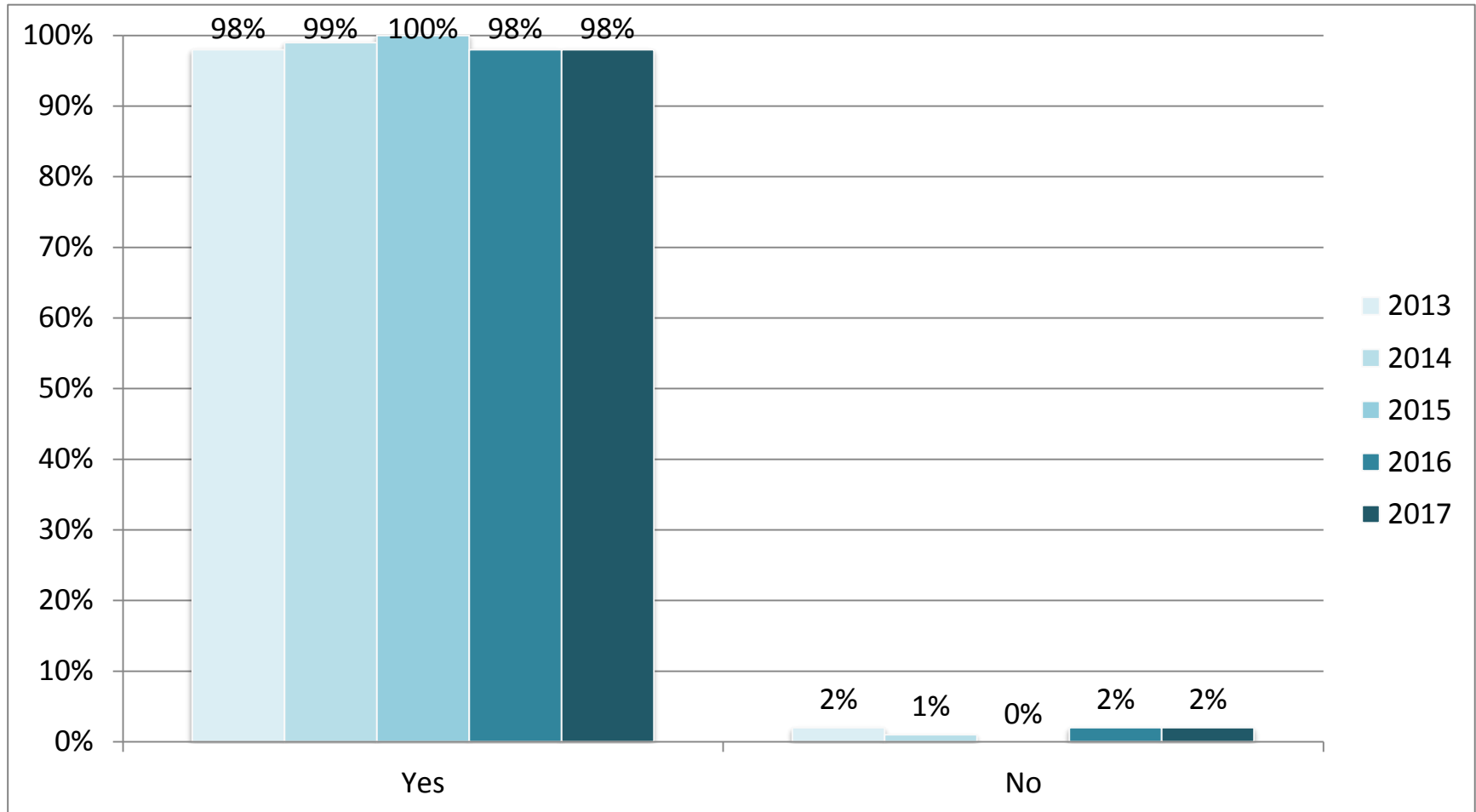
Only 10% of the respondents indicated that they did not experience any problems at the event. This has further indicated that the event is thought to be well organised.

# Problems Experienced

Some of the problems that were experienced are as follows:

2016	2017
Parking is expensive	Parking logistics/space
Struggled to get to the start	Location of the registration tent
Towels were sold out	Lack of directions and information
Information must be more accessible	Toilets were not well managed
	Start was very crowded

# Recommend the Event to Family & Friends?



Despite some respondents experiencing problems, 98% of the respondents indicated that they would recommend the event to family and friends. The trend has not experienced any significant changes since 2013.

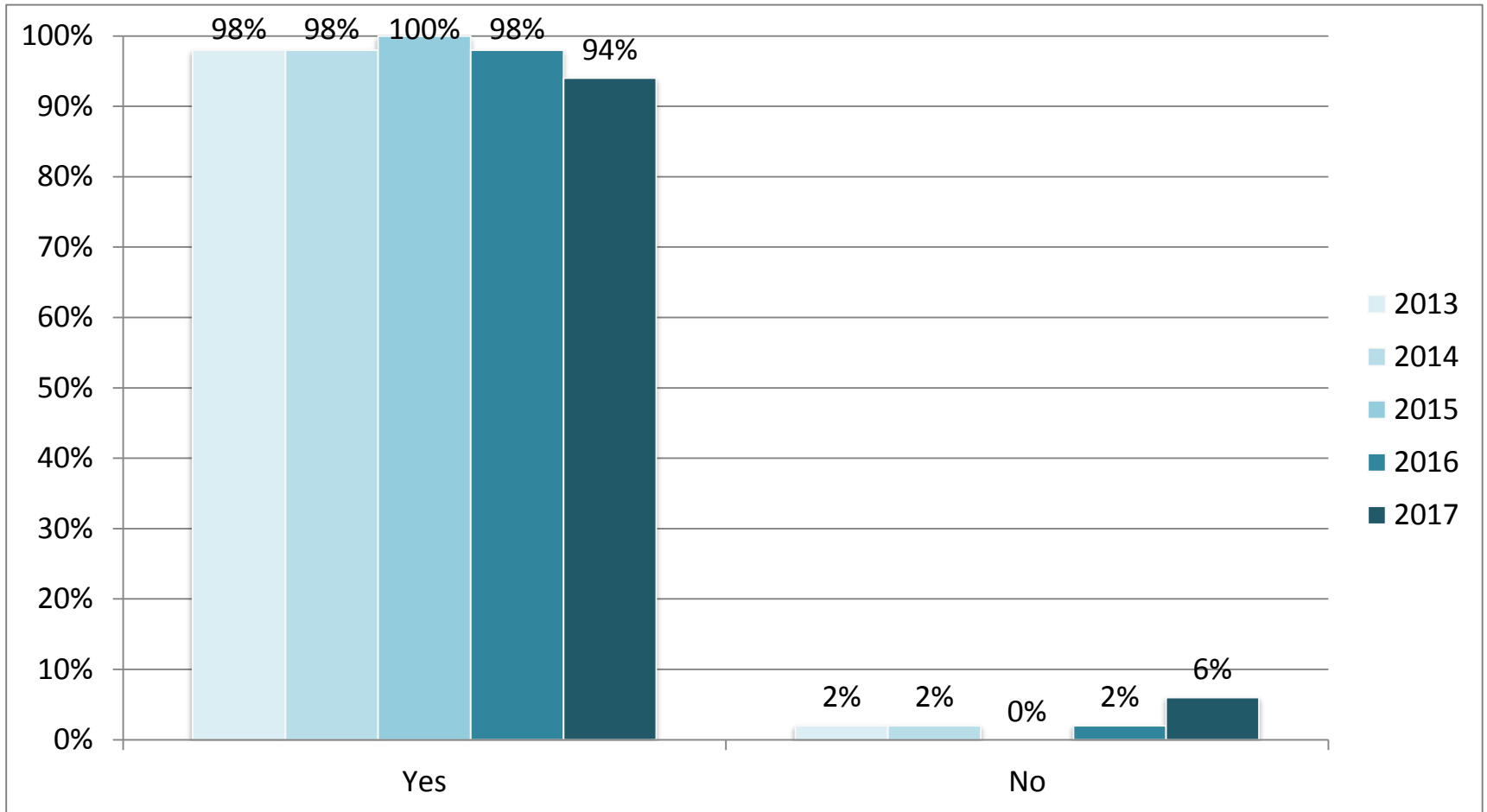
# Reasons: Recommending the Event



Respondents cited the following reasons for recommending the event:

- A fun event for everyone
- A good outdoor, family event
- A well organized event

# Recommend KZN as a Tourist Destination to Family & Friends?



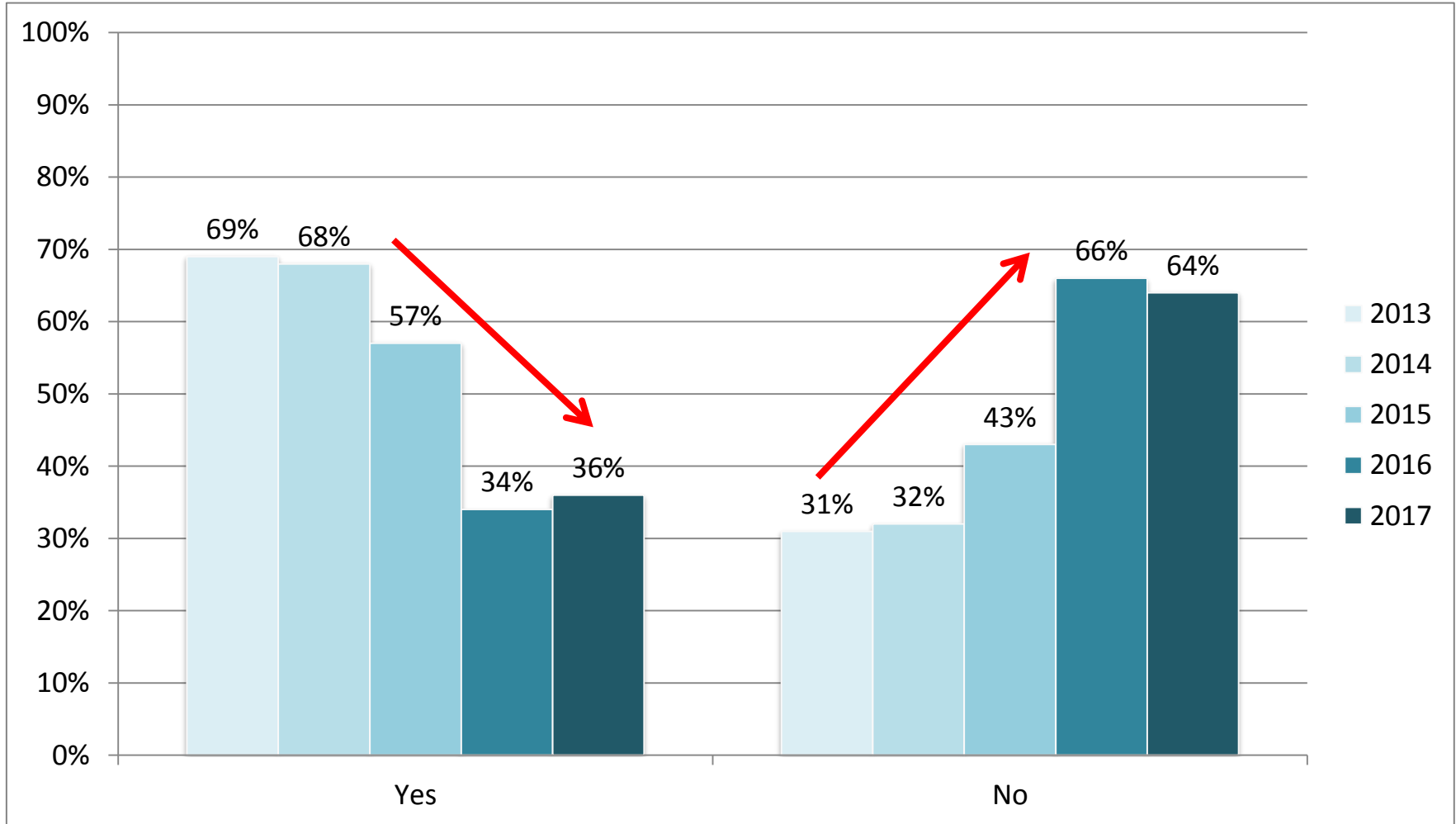
Just under 95% of the respondents said that they would recommend KZN as a tourist destination to friends and family. Those bodes well for the destination. This also confirms that well organised events improves the competitiveness of a destination. People speak well of their experience in the destination.

# Reasons for Recommending KZN as a Holiday Destination



- Best province
- Fantastic beaches
- Warm and sunny climate
- Friendly people
- Lots of activities
- Wonderful scenery

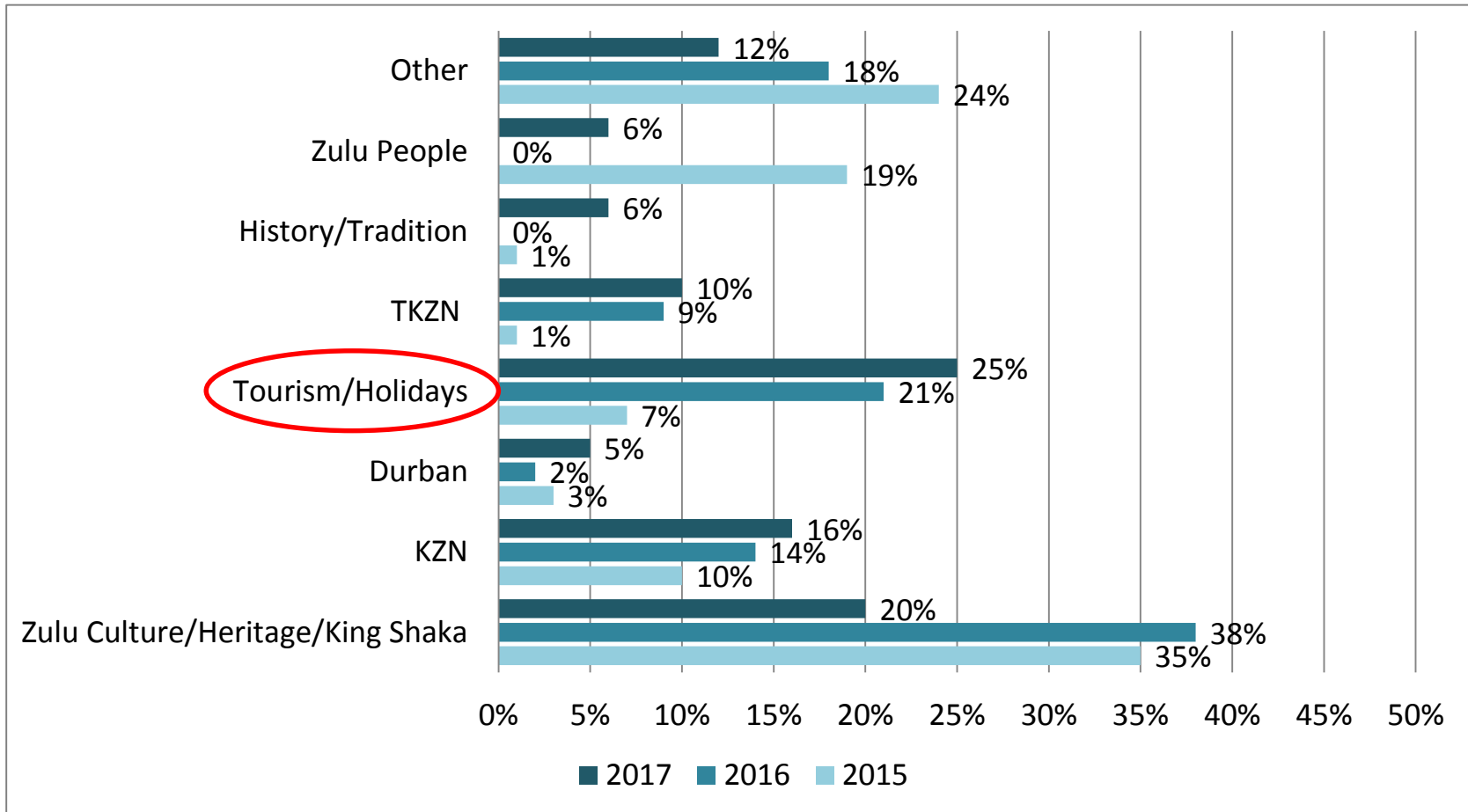
# Familiar with TKZN's Slogan?



There has been a drastic decline in the familiarization with the Zulu Kingdom slogan since 2013. This is of some concern, although TKZN does not have a presence at the event.

# Associations - Zulu Kingdom

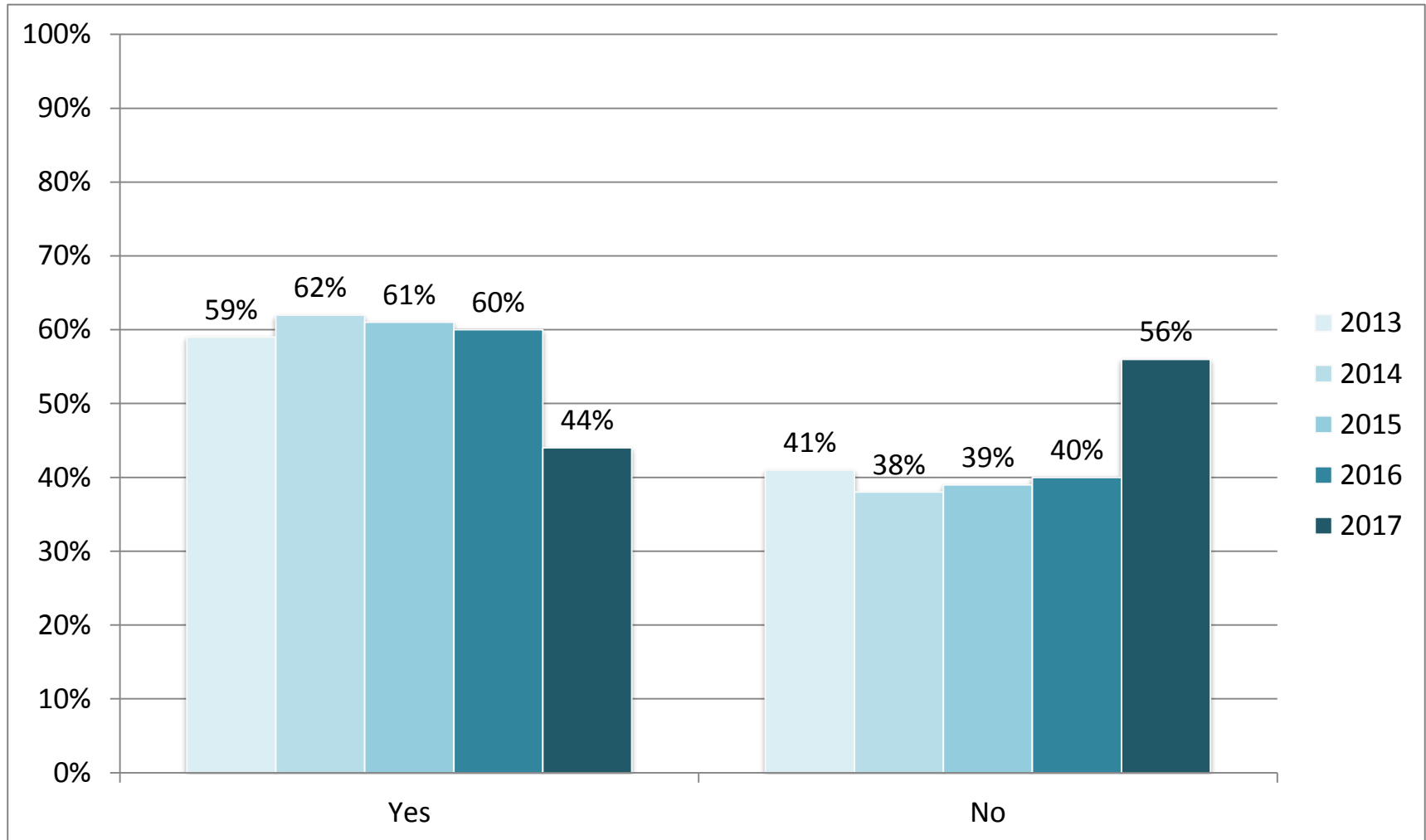
## Slogan: Core Mentions



The association of the slogan with *Zulu culture and heritage* is still the most common. However, the association with *tourism/holidays* and *KZN* has improved steadily over the last three years. However, in 2017, the majority (25%) associated the slogan with *tourism/holidays* – which is very positive.

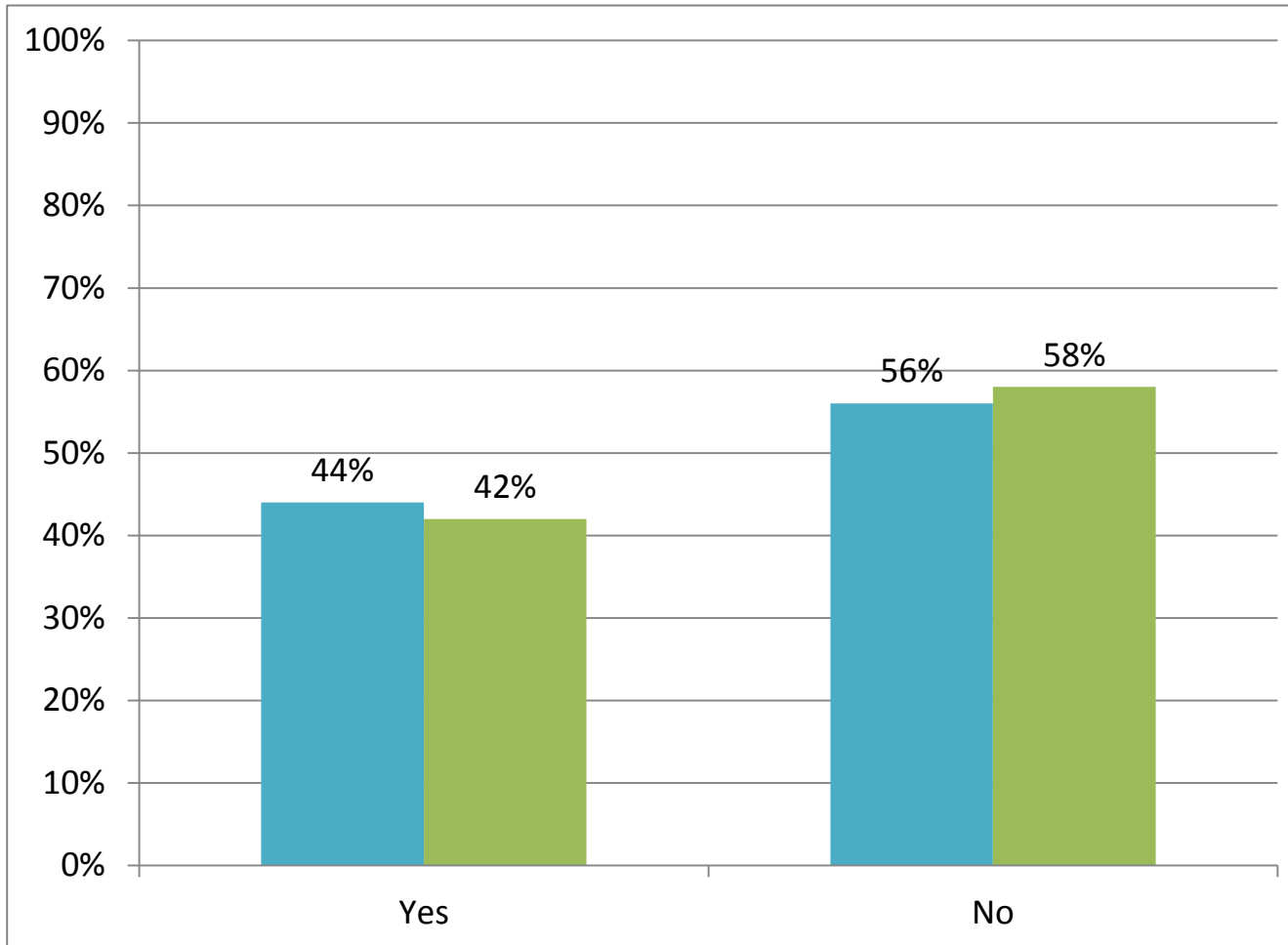


# Noted TKZN Logo?



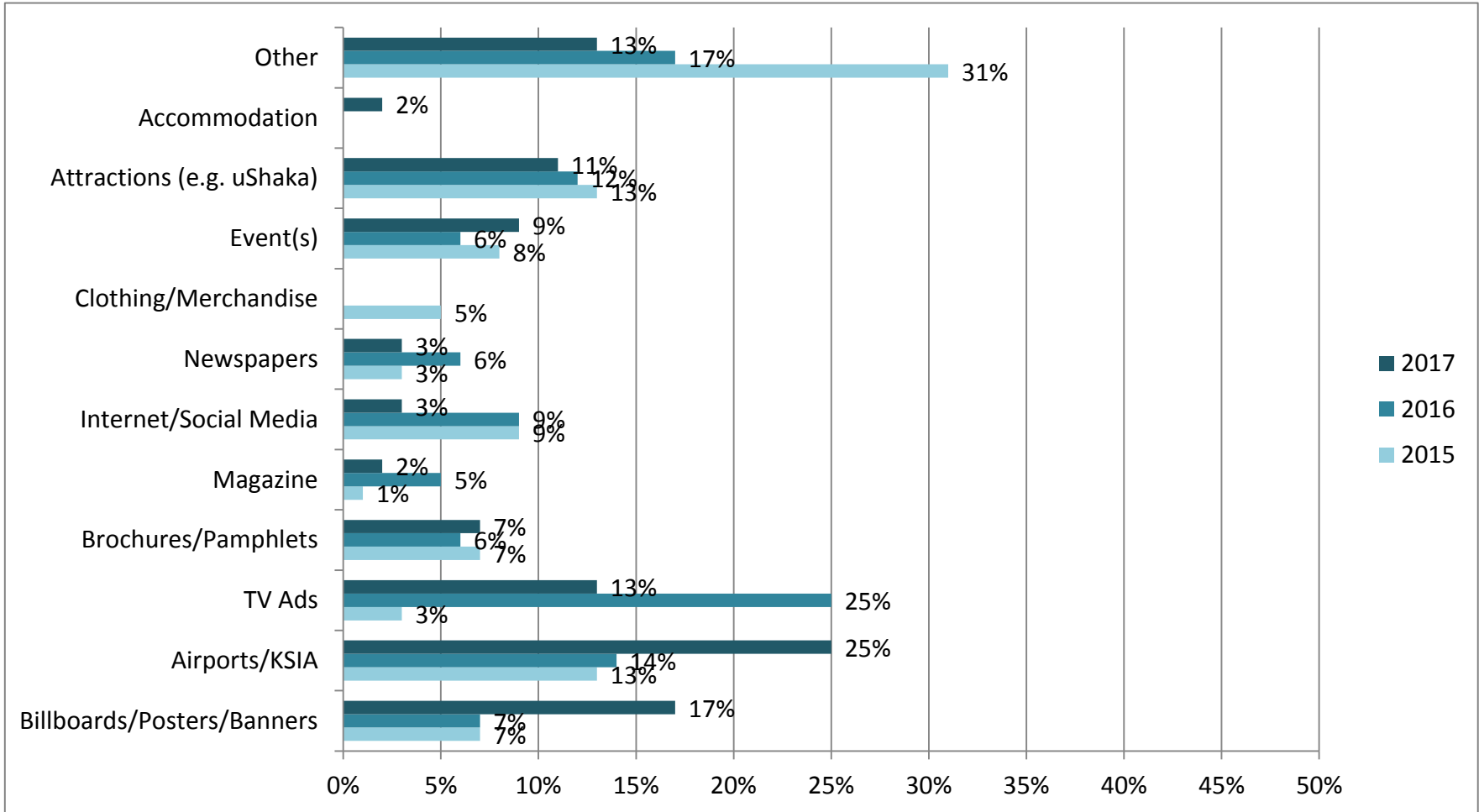
In 2017, there was a 16% increase in the number of respondents who had NOT noted the TKZN logo before. This will be a concern if this trend continues.

# TKZN vs SAT Logo



In 2017, the respondents were asked if they had either the TKZN or the SAT logo. Although there is a slight difference, more people had noted the TKZN than the SAT logo – even though look very similar.

# Where Zulu Kingdom Logo Noted?



There has been an increase in the noting of the logo on billboards/posters/banners (by 10%), as well as at the airport (by 11%). It is important to note that 'other' includes a majority of respondents who were not sure where they had seen the logo before – thus, they *cannot recall*.

# Event Improvement Suggestions



The respondents had noted the following:

## **Event Organizers:**

- 1) More shade for the public
- 2) More big screens for the spectators
- 3) The signage and information boards need improving
- 4) Live bands and entertainment
- 5) More ATMs

## **For the Resort Managers:**

- 1) More camping areas
- 2) Improved camping areas
- 3) Hire a cleaning service and add more bins

# Findings



- 1) The Midmar Mile event largely attracted overnight and day visitors from well outside of the local area. A small proportion (22%) of the respondents were characterized as locals coming from within the Howick/Midlands area. The event has thus proven its ability to draw people from outside the area in which it takes place.
- 2) Most respondents at the event came from either KwaZulu-Natal (63%) or Gauteng (29%). There was a slight increase in the proportion of respondents from KZN when compared to 2016 (by 7%).
- 3) The majority of overnight visitors stayed in the area for 2 nights (45%) which increased when compared to 2016 (by 29%). This shows that the respondents only really stayed for the duration of the event. This statistic has also seen a consistent increase from 2010-2015. There was a 23% increase in those who had stayed for 1 night, which shows that most people possibly only came for their event and then departed.
- 4) The majority of the respondents stayed in paid accommodation establishments with *B&Bs* (20%) and *Self-Catering* establishments (19%) being the most popular. In 2017, there was an 8% increase in those who stayed in *Luxury Hotels*.

# Findings (cont'd)



- 5) Once again, private vehicles continued to be the most used form of transport to the event (91%), as this is the most efficient way to get to the resort. The organisers should note that as a result, traffic congestion will always be a problem and thus traffic management needs to be efficient to improve the experience of those who attend the event.
- 6) Previous attendance/participation (73%) and word-of-mouth (25%) continued to be the main factors influencing respondents to attend the Midmar Mile.
- 7) 98% of the respondents were satisfied with information provided regarding the event.
- 8) The respondents suggested that the race be advertised more on TV, radio, and on social media platforms. It was also suggested that more 'road shows' take place.
- 9) Some 95% of the respondents said they would attend the event again. This is positive for the future of event, considering that the event experienced an estimated increase in the total participation in 2017.
- 10) 88% of the respondents had attended the event before, which is a slight increase when compared to 2016. This shows the event is able to consistently attract significant number of participants.
- 11) 98% of the respondents had either an *excellent* or a *good* experience.
- 12) The problems that were experienced (by 10% of the respondents) have increased slightly from 2016 (9%). The problems that were experienced were to do with parking, the toilet facilities, and signage at the event.

# Findings (cont'd)



- 13) 98% of the respondents would recommend the event to family and friends. They indicated they would recommend the event because of the following reasons:
- A fun event for everyone
  - A family event
  - Well organised event
- 14) 94% of the respondents also said they would recommend KZN as a tourist destination for the following reasons:
- Beaches
  - Warm climate
  - Friendly people
  - Wonderful scenery
- 15) Only 36% of the respondents were familiar with TKZN's slogan. "Zulu Kingdom. Exceptional." There has been constant decline in this number since 2013.
- 16) It was positive to note that 25% of the respondents associated the slogan with the concept of *tourism/holidays*.
- 17) Only 44% of the respondents had noted the TKZN logo. There was a 16% decrease in those who had noted the logo when comparing 2017 and 2016.
- 18) The majority of the respondents had noted the logo at the *airport* (25%), on *billboards/posters/banners* (17%), and at *various attractions* (e.g. uShaka) (11%).

# Recommendations



The majority of respondents were happy with the event and there were only a select number of suggestions for improving the event. In addition to this, TKZN recommends the following for the **organizers**:

- 1) It appears that the event is advertised within the very specific market of the swimming fraternity. To increase the number of visitors to the event, it is suggested that the event be advertised more to the general public as a family outing, with more than just the swimming events to be enjoyed.
- 2) In addition to this, a wider variety of stalls in the market area could be introduced in order to attract visitors to the event even if they have no interest in the swimming itself.
- 3) It is suggested that the children's play area is expanded to cater for a larger number of kids, as well as adults if they wish to stay close by for supervision.
- 4) It is also suggested that a larger covered area be made available for the public. The beer tent is only available for those who purchase items there and many of the prime viewing areas are taken by corporates. The reason for this is because the event takes place during the peak of summer and it often very hot and sunny on the day. If people are attending the event and are made to feel like they are looked after, then it is possible that will stay longer and even return in future. Thus, the need for more shaded areas for the public.



# Recommendations (cont'd.)



In addition to this, the researchers recommend the following for **TKZN**:

1. Awareness campaigns are needed where TKZN promotes the awareness of the slogan and logo via tradeshows, advertising and social media.
2. More needs to be done to create a link between the slogan/logo and holidays/leisure in KZN. For example, the slogan can be introduced into promotional material that encourages holidays or it can be combined with catch phrases such as, “come and relax in the exceptional, Zulu Kingdom”.
3. Assist the event organizers to promote other activities and attractions in the area of which the event is taking place. For example, a professional list of ‘things to do’ or activities can be supplied in the race packs and be handed out at the event.

# Recommendations (cont'd.)



4. The marketing team needs to collaborate with the organizers in order to attract more international participants. One example of achieving this is to attend various road shows, or something similar, with the organizers to reach out to the international markets.
5. Many respondents only stayed for two nights. It is suggested that TKZN, along with with the organizers, use this event, and attractions, in the area to increase the length of stay which could increase the overall economic impact of the event.
6. It is also recommended that a question is added to the survey to determine where people travel in KZN (e.g. South Coast, Drakensberg etc.), as well as where their preferred destinations are in South Africa.