



tourism

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**Development of a framework
to measure the impact of
events**



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1. Introduction

In 2013/2014 the National Department of Tourism (NDT) in collaboration with the Cape Peninsula University of Technology (CPUT) initiated a study to develop a standardised framework to measure, monitor and manage the impacts of events of different types and sizes in South Africa. The study will be conducted in three phases.

Phase 1 of the study focused on identifying the relevant indicators that can be used to measure the impact of events of different types and sizes in South Africa. The indicators have also been prioritised according to three categories of relevance i.e. high, medium and low categories. The findings including the indicators from phase one of study were presented to industry stakeholders at the Research Seminar on 13 March 2014. Stakeholders agreed that Phase 2 of the study should include an evaluation of different types of events. This phase of the study which is being conducted currently focuses on piloting and developing the framework to measure the impact of events of different types and sizes in South Africa.

Upon further consultation with the Provinces in May and June 2014, it was recommended that the study be extended to another year (Phase 3 - 2015/2016). This would allow for comprehensive piloting (at two selected events) and implementation at five selected events across Phases 2 and 3. In addition, it was recommended that Phase 3 of the study should focus on providing support to NDT and the Provinces in implementing the framework in the first year to strengthen capacity with the Department and the Provinces.

This report presents the findings of the pilot study conducted at two events, the 7th World Congress for Psychotherapy and the McGregor Food & Wine Festival. The 7th World Congress for Psychotherapy took place in Durban from the 25-29 August 2014. The McGregor Food & Wine Festival took place in McGregor in the Western Cape from the 29-31 August 2014. This report comments on which questions proved to be challenging and provides recommendations for revisions. The recommendations are noted in bold italics.

2. Methodology

Two surveys were piloted at the events; the attendee (which was adapted for each event – see Appendix 1) and event organiser surveys (see Appendix 2). The attendee survey was administered using the face to face technique, whereby respondents were interviewed and responded verbally. Fieldworkers then recorded the responses onto the survey instrument. A team of five fieldworkers collected data at each event. Respondents were selected using spatially-based systematic sampling. Only respondents over the age of 18 years were interviewed and only one respondent in a group was interviewed, to avoid duplication. Participation in the study was on a voluntary basis and no incentives were offered.

The event organisers were provided with the survey to be completed post the event. The survey was emailed to each event organiser immediately after the event and followed up with a phone call within one week after sending it. Both event organisers responded.

In terms of the attendee surveys, the targeted sample sizes were 25 for the 7th World Congress for Psychotherapy and 50 for the McGregor Food & Wine Festival. The targeted sample was based on the anticipated size of the event. The surveys for the 7th World Congress for Psychotherapy were conducted on the 28th and the 29th August (the last two days of the event) to ensure that the conference participants can better comment on experiences and perceptions given that this was a five-day conference. The surveys at the McGregor Food & Wine Festival were conducted on Saturday 30 August, as this was the most activity-filled day on the programme. It was therefore anticipated that the Saturday would draw the largest crowd; the event organiser confirmed this sentiment. At both events a team of five fieldworkers collected data and a supervisor was onsite to assist with queries and quality check data.

In order to estimate the number of people in attendance, the number of persons attending the event was requested from the event organiser. The World Congress for Psychotherapy confirmed that 400 delegates attended the event. The McGregor Food & Wine Festival organiser confirmed that 400 tickets for the main/inside venue were sold, however the attendance was much higher as there were many in attendance in the Village area of the event, which was a public/ open area and thus not ticketed. The event organiser unfortunately could not provide estimated attendance in this area.

3. Attendee Results

In the analysis the 7th World Congress for Psychotherapy is referred to as 'Conference' and the McGregor Food & Wine Festival is referred to as 'Festival'.

3.1 Attendee profile

All respondents answered this question which was well understood. Half of the respondents at the Festival and almost all respondents (96%) at the Conference were overnight visitors/ tourists.

Table 1: If an overnight visitor, day-tripper or local resident

	Conference (n=25)	Festival (n=50)
Local resident	4.0%	30.0%
Day-visitor	-	20.0%
Overnight visitor/ tourist	96.0%	50.0%

Information was provided by all respondents in relation to their permanent place of residence. The fieldworkers correctly indicated the name of the country for the foreign tourists and name of province for domestic tourists and day-visitors. Unsurprisingly, for the Festival, all the respondents who stated that they were day visitors were from the Western Cape, the province in which the event was held..It should be noted, however, that a few day-visitors did not indicate which province they were from. If the event is in close proximity to neighbouring countries then they may have travelled for the day from the country. ***This needs to be better explained to the fieldworkers during the training session that all tourists and day-visitors should respond to A1.1.***

Table 2: Place of resident of respondents

	Conference (n=25)	Festival (n=50)
Locals	4.0%	30.0%
Foreigner/ Outside South Africa		
USA	8.0%	-
Uruguay	4.0%	-
UK	4.0%	2.0%
Switzerland	4.0%	-
Sweden	8.0%	-
Spain	4.0%	-
Slovenia	4.0%	-
Nigeria	8.0%	-
Malaysia	4.0%	-
Germany	-	2.0%
England	-	2.0%
DRC	4.0%	-
Denmark	4.0%	-
China	4.0%	-
Canada	8.0%	-
Austria	12.0%	-
South Africans (name of province)		
Western Cape	4.0%	60.0%
Limpopo	4.0%	-
Gauteng	8.0%	-

Information was provided by all respondents and the question was understood.

Table 3: Composition of immediate group

	Conference (n=25)	Festival (n=50)
Alone	52.0%	10.0%
Tour group	4.0%	-
Business associates	24.0%	-
Family and friends	-	14.0%
Family	16.0%	50.0%
Friends	4.0%	26.0%

Information was provided by all respondents and the question was understood. Average and range can be calculated.

Table 4: Number of people, including self, in immediate group

	Conference (n=25)	Festival (n=50)
1	56.0%	16.0%
2	20.0%	52.0%
3	12.0%	10.0%
4	4.0%	10.0%
5	4.0%	2.0%
6	-	8.0%
10	4.0%	2.0%
	X = 2.1	X = 2.7

3.2 Event attendance and consumer behaviour

Information was provided by all respondents and the question was understood. Average and range can be calculated.

Table 5: Number of days of the event respondent attended or planned to attend

	Conference (n=25)	Festival (n=50)
1	-	64.0%
2	-	30.0%
3	-	6.0%
4	24.0%	-
5	76.0%	-
	X = 4.8	X = 1.4

Information was provided by all respondents and the question was understood.

Table 6: Have you attended this event previously

	Conference (n=25)	Festival (n=50)
Yes	32.0%	38.0%
No	68.0%	62.0%

Information was provided by all respondents and the question was understood. Average and range can be calculated. In all cases the responses were within the range of the number of events that were previously held. The interpretation of the results is that for the majority of the respondents (17 for the Conference and 31 for the Festival) this was the first time they attended the event.

Table 7: Number of events previously attended

	Conference (n=8)	Festival (n=19)
1	12.5%	26.3%
2	25.0%	21.1%
3	-	15.8%
4	-	26.3%
5	62.5%	-
6	-	10.5%
	X = 3.8	X = 2.8

Information was provided by all respondents and the question was understood.

Table 8: Willingness to attend event again in the future

	Conference (n=25)	Festival (n=50)
Yes	100.0%	92.0%
No	-	6.0%
No response	0	2.0%

Almost all the respondents (with the exception of 1) who indicated that they were unwilling to attend the event if held in the future provided reasons.

Table 9: If not willing to attend event again in the future, why not

	Conference (n=25)	Festival (n=50)
Not applicable/ no response	100.0%	94.0%
Don't know	-	2.0%
Not from the country	-	2.0%
Overcharged	-	2.0%

3.3 Travel, accommodation and spend

Information was provided by all respondents and the question was understood. Average and range can be calculated. As will be indicated later, there appears to be overlap with B5.

Table 10: Number of nights stayed/ planned to stay in location where event is being held

	Conference (n=24)	Festival (n=23)
1	-	17.4%
2	-	65.2%
3	-	13.0%
4	45.8%	-
5	16.7%	-
6	12.5%	-
7	20.8%	-
14	4.2%	-
21	-	4.3%
	X = 5.5	X = 2.8

Information was provided by all respondents and the question was understood. Average and range can be calculated. As will be indicated later, there appears to be overlap with B5.

Table 11: Number of nights stayed/ planned to stay in areas outside location where event is being held

	Conference (n=12)	Festival (n=5)
2	16.7%	20.0%
3	16.7%	20.0%
4	-	20.0%
5	16.7%	-
6	16.7%	-
8	8.3%	-
10	8.3%	-
11	8.3%	-
21	8.3%	20.0%
30	-	20.0%
	X = 6.8	X = 12

The use of tickets is not appropriate for conferences. It leads to confusion because attendees pay registration/ conference fees and do not acquire/ purchase tickets. Therefore, there were several instances when number of tickets personally acquired indicates none but price is indicated in B3 because registration fees is included in the category pertaining to spend. ***B2 needs to be rephrased or not asked for non-ticketed events such as conferences.***

Table 12: Number of tickets personally acquired

	Conference (n=4)	Festival (n=48)
1	75.0%	20.8
2	-	52.1
3	-	6.3
4	25.0%	8.3
5	-	4.2
6	-	4.2
8	-	2.1
10	-	2.1
	X = 1.8	X = 2.6

Information was provided by all respondents and the question was understood. Average and range can be calculated.

Table 13: Amount spent on tickets/ entrance/ registration fees

	Conference (n=17)	Festival (n=47)
75	-	21.3%
95	-	4.3%
150	-	42.6%
170	5.9%	
180	-	2.1%
225	-	4.3%
300	-	8.5%
350	-	2.1%
375	-	2.1%
450	-	6.4%
600	-	4.3%
750	-	2.1%
3000	5.9%	-
4000	11.8%	-
4200	17.6%	-
4500	5.9%	-
4700	5.9%	-
5000	5.9%	-
6500	5.9%	-
7000	11.8%	-
7500	11.8%	-
9000	5.9%	-
9800	5.9%	-
	X = R5427.65	X = R208.40

Information was provided by all respondents and the question was understood. Average and range can be calculated.

Table 14: Amount spent on food and drinks

	Conference (n=17)	Festival (n=42)
20	-	2.4%
50	-	4.8%
60	-	2.4%
100	-	11.9%
150	-	4.8%
170	-	2.4%
200	11.8%	14.3%
250	5.9%	2.4%
300	5.9%	2.4%
400	-	11.9%
500	-	14.3%
560	5.9%	-
600	-	2.4%
800	5.9%	4.8%
950	-	2.4%
1000	11.8%	14.3%
1400	5.9%	-
1500	17.6%	-
2000	5.9%	-
2500	-	2.4%
3000	11.8%	-
4500	5.9%	-
7000	5.9%	-
	X = R1747.65	X = R465.48

Information was provided by all respondents and the question was understood. Average and range can be calculated.

Table 15: Amount spent on event merchandise/ event-related articles

	Conference (n=1)	Festival (n=16)
45	-	6.3%
50	-	6.3%
100	-	18.8%
200	-	18.8%
220	-	6.3%
450	-	6.3%
500	-	18.8%
700	-	6.3%
1000	-	12.5%
3000	100.0%	-
	X = R3000	X = R366.56

Information was provided by all respondents and the question was understood. Average and range can be calculated.

Table 16: Amount spent on shopping

	Conference (n=17)	Festival (n=16)
40	-	6.3%
90	-	12.5%
100	5.9%	12.5%
200	5.9%	18.8%
300	11.8%	12.5%
400	5.9%	-
500	-	18.8%
600	5.9%	-
1000	11.8%	12.5%
2000	5.9%	-
2800	5.9%	-
3000	-	6.3%
3500	5.9%	-
4000	17.6%	-
4050	5.9%	-
7000	5.9%	-
9000	5.9%	-
	X = R2602.94	X = R507.50

Information was provided by all respondents and the question was understood. Average and range can be calculated.

Table 17: Amount spent on transportation, including airfares and travel within South Africa

	Conference (n=18)	Festival (n=24)
50	-	4.2%
200	-	4.2%
250	-	8.3%
300	-	25.0%
400	-	8.3%
500	-	16.7%
600	-	4.2%
700	-	4.2%
1000	-	12.5%
2000	5.6%	-
3000	11.1%	-
4000	16.7%	-
7000	5.6%	-
8000	11.1%	-
11000	-	4.2%
11200	5.6%	-
12000	5.6%	-
14000	5.6%	-
15000	-	4.2%
16000	5.6%	-
19600	5.6%	-

20000	5.6%	-
21000	-	4.2%
30000	11.1%	-
42000	5.6%	-

X = R13211.11

X = R2360.42

Information was provided by all respondents and the question was understood. Average and range can be calculated.

Table 18: Amount spent on accommodation

	Conference (n=19)	Festival (n=14)
900	-	7.1%
1200	-	21.4%
1400	-	14.3%
1500	-	21.4%
2000	5.3%	7.1%
2200	-	7.1%
2400	-	21.4%
2500	5.3%	-
5000	5.3%	-
6000	10.5%	-
6720	5.3%	-
6900	5.3%	-
7000	5.3%	-
8000	15.8%	-
9800	10.5%	-
10000	10.5%	-
11400	5.3%	-
16800	5.3%	-
18000	5.3%	-
18200	5.3%	-

X = R8953.68

X = R1657.14

Information was provided by all respondents and the question was understood. Average and range can be calculated.

Table 19: Amount spent on other expenditures (entertainment, visits to attractions, etc.)

	Conference (n=12)	Festival (n=10)
100	-	20.0%
120	8.3%	-
149	8.3%	-
200	-	10.0%
400	-	30.0%
500	-	20.0%
600	-	10.0%
1000	16.7%	-
1500	8.3%	-
1550	8.3%	-
2000	-	10.0%
2800	8.3%	-
3000	16.7%	-
3500	8.3%	-
4000	8.3%	-
5300	8.3%	-
	X = R2243.25	X = R520

Information was provided by all respondents and the question was understood. Average and range can be calculated. However, one respondent at the Festival did not respond. ***It needs to be emphasised to the fieldworkers that this is the most important spend category and attempts should be made to get a response.***

Table 20: Overall total estimate of spend

	Conference (n=25)	Festival (n=49)
75	-	2.0%
95	-	2.0%
150	-	2.0%
175	-	2.0%
200	4.0%	4.1%
205	-	2.0%
225	-	2.0%
245	-	2.0%
265	-	2.0%
275	-	2.0%
300	4.0%	2.0%
345	-	2.0%
350	-	6.1%
500	-	4.1%
600	4.0%	-
660	-	2.0%
675	-	2.0%
725	-	2.0%
1000	-	4.1%
1070	-	2.0%

1450	-	2.0%
1500	-	2.0%
1775	-	2.0%
2000	-	2.0%
2075	-	2.0%
2150	-	2.0%
2300	-	2.0%
2600	-	2.0%
2750	-	2.0%
2800	-	2.0%
2900	-	2.0%
3000	-	4.1%
3950	-	2.0%
4000	-	2.0%
4150	-	2.0%
4200	4.0%	-
5200	-	2.0%
6000	-	2.0%
6150	-	2.0%
6500	-	2.0%
7350	-	2.0%
9700	4.0%	-
11000	-	2.0%
11350	-	2.0%
16400	4.0%	-
17000	8.0%	-
17250	4.0%	-
17300	4.0%	-
19500	4.0%	-
20000	4.0%	-
21000	4.0%	-
23000	4.0%	-
23250	-	2.0%
25000	-	2.0%
25200	4.0%	-
26800	4.0%	-
26950	4.0%	-
28250	4.0%	-
28620	4.0%	-
32069	4.0%	-
38000	4.0%	-
40660	4.0%	-
44700	4.0%	-
57500	4.0%	-
78400	4.0%	-

X = 24423.96

X = R3145.61

Information was provided by all respondents and the question was understood. Average and range can be calculated. Not sure why one of the attendees at the Conference did not respond.

Table 21: For how many persons the expenditures were for

	Conference (n=24)	Festival (n=50)
1	87.5%	20.0%
2	12.5%	46.0%
3	-	14.0%
4	-	12.0%
6	-	6.0%
10	-	2.0%
	X = 1.1	X = 2.6

Information was provided by all respondents and the question was understood.

Table 22: How important was the event in decision to travel to South Africa (foreign visitors) or the region where the event is hosted (domestic visitors)

	Conference (n=25)	Festival (n=50)
No response/ not applicable	4.0%	34.0%
Very unimportant	-	4.0%
Unimportant	-	10.0%
Neutral	4.0%	20.0%
Important	20.0%	10.0%
Very important	72.0%	22.0%

Information was provided by all respondents and the question was understood.

Table 23: Primary reason for visiting area in which event was held (if very unimportant, unimportant or neutral)

	Conference (n=25)	Festival (n=50)
Not applicable	96.0%	66.0%
Holiday	-	24.0%
Business	4.0%	-
Visiting friends and relatives	-	10.0%

The information was generally provided in terms of B5 (number of nights in region where event is held and in other areas in South Africa). However, there were a few instances when tourists did not indicate number of nights in any form of accommodation. When cleaning the data, it was also noticed that number of nights were included for day-visitors. This was removed from the data presented. Additionally, there appears to be a repetition of this question (B5) with B1 (if an overnight visitor, number of nights planned to stay in area where event is held and outside area but in South Africa). **Also, the responses do not always correspond. It is suggested that B1 be deleted and include row in B5 that captures total number of days in city and SA (incorporate into B5).**

Table 24: Number of days spent in 4-5 star accommodation in area where event is being held

	Conference (n=21)	Festival (n=0)
4	42.9%	-
5	19.0%	-
6	19.0%	-
7	14.3%	-
14	4.8%	-

X = 5.5

Table 25: Number of days spent in 4-5 star accommodation in other areas in South Africa

	Conference (n=5)	Festival (n=1)
2	-	100.0%
3	20.0%	-
5	40.0%	-
10	20.0%	-
11	20.0%	-

X = 6.8

X = 2

Table 26: Number of days spent in 1-3 star accommodation in area where event is being held

	Conference (n=2)	Festival (n=2)
1	-	50.0%
2	-	50.0%
4	50.0%	-
7	50.0%	-

X = 5.5

X = 1.5

Table 27: Number of days spent in 1-3 star accommodation in other areas in South Africa

	Conference (n=4)	Festival (n=0)
2	25.0%	-
3	25.0%	-
6	25.0%	-
8	25.0%	-

X = 4.8

Table 28: Number of days spent in guesthouse and B&B accommodation in city where event is being held

	Conference (n=1)	Festival (n=3)
1	-	33.3%
2	-	66.7%
4	100.0%	-

X = 4

X = 1.7

Table 29: Number of days spent in guesthouse and B&B accommodation in other areas in South Africa

	Conference (n=0)	Festival (n=1)
2	-	100.0%

X = 2

Table 29: Number of days spent in self-catering apartment in city where event is being held

	Conference (n=0)	Festival (n=12)
1	-	8.3%
2	-	75.0%
3	-	16.7%

X = 2.1

Table 30: Number of days spent in self-catering apartment in other areas in South Africa

	Conference (n=0)	Festival (n=2)
2	-	50.0%
30	-	50.0%

X = 16

Table 31: Number of days spent in private accommodation (friends/ family) in city where event is being held

	Conference (n=0)	Festival (n=7)
1	-	14.3%
2	-	42.9%
3	-	28.6%
21	-	14.3%

X = 4.9

Table 32: Number of days spent in private accommodation (friends/ family) in other areas of South Africa

	Conference (n=2)	Festival (n=1)
2	50.0%	-
6	50.0%	-
21	-	100.0%

X = 4

X = 21

3.4 Knowledge and perceptions of event and destination

Information was provided by all respondents and the question was understood.

Table 33: Level of interest in the event

	Conference (n=25)	Festival (n=50)
Low	-	4.0%
Average	16.0%	22.0%
High	24.0%	58.0%
Very high	60.0%	16.0%

Information was provided by all respondents and the question was understood.

Table 34: Influencing factors to attend the event: Multiple responses (yes only)

	Conference (n=25)	Festival (n=50)
Radio	-	8.0%
Magazine	-	2.0%
Newspaper	-	6.0%
Internet	24.0%	24.0%
Social media platforms	4.0%	10.0%
Travel guide	4.0%	-
Previous visits	-	10.0%
Work related/ professional colleagues	60.0%	4.0%
Friends/ relatives who have attended the event or are residents	8.0%	48.0%
Invited	4.0%	-
McGregor News	-	4.0%

Information was provided by all respondents and the question was understood. **However, it is recommended that this question be integrated as a statement into C4 for consistency and ease.**

Table 35: Level of satisfaction of marketing material

	Conference (n=25)	Festival (n=50)
No response	8.0%	-
Poor	4.0%	8.0%
Satisfactory	16.0%	28.0%
Good	28.0%	48.0%
Excellent	44.0%	16.0%

Information was provided by all respondents and the question was understood. It should be noted that this was only asked at the Festival because they had sponsors. It is good practice to adapt the survey to the type of event.

Table 36: Main sponsors of the event: Multiple responses (Festival only)

	Festival (n=50)
Don't know	66.0%
Wesgro	4.0%
Reuben's Restaurant in Robertson Small Hotel	12.0%
Butler's Pizza	18.0%
McGregor Tourism	4.0%
Wine Cellars	2.0%

Information was provided by all respondents and the question was understood at the Festival. However, as alluded to earlier, attendees at the Conference were confused about the statement 'If ticketed event, the tickets were reasonably priced'. ***This should be deleted for non-ticketed events or rephrased to capture the specific type of event.***

Table 37: Rating of satisfaction of event in relation to specific aspects: Conference

No response (NR) Strongly Disagree (SD) Disagree (D) Undecided/ don't know (UD) Agree (A) Strongly Agree (SA)

	NR	SD	D	UD	A	SA
The event is well organised	-	4.0%	8.0%	-	24.0%	64.0%
If ticketed event, the tickets were reasonably priced	-	24.0%	8.0%	48.0%	16.0%	4.0%
Excellent programme/activities	-	8.0%	4.0%	8.0%	32.0%	48.0%
Parking is adequate	8.0%	-	-	76.0%	2.0%	12.0%
Sufficient facilities and amenities at this event (eg. toilets)	-	4.0%	-	-	8.0%	88.0%
Good refreshment areas/ food variety	-	-	-	4.0%	20.0%	76.0%
Information about this event was easily accessible	-	-	8.0%	-	28.0%	64.0%
Good PA/ sound system	-	-	-	-	28.0%	72.0%
This is a green event that encouraged responsible environmental practices	-	-	4.0%	36.0%	32.0%	28.0%
Signage to and at event was clear	-	-	-	8.0%	28.0%	64.0%

Table 38: Rating of satisfaction of event in relation to specific aspects: Festival

No response (NR) Strongly Disagree (SD) Disagree (D) Undecided/ don't know (UD) Agree (A) Strongly Agree (SA)

	SD	D	UD	A	SA
The event is well organised	-	4.0%	10.0%	72.0%	14.0%
If ticketed event, the tickets were reasonably priced	2.0%	18.0%	12.0%	58.0%	10.0%
Excellent programme/activities	-	6.0%	32.0%	50.0%	12.0%
Parking is adequate	4.0%	8.0%	16.0%	58.0%	14.0%
Sufficient facilities and amenities at this event (eg. toilets)	-	6.0%	24.0%	58.0%	12.0%
Good refreshment areas/ food variety	-	6.0%	12.0%	52.0%	30.0%
Information about this event was easily accessible	-	6.0%	12.0%	70.0%	12.0%
Good PA/ sound system	-	4.0%	32.0%	50.0%	14.0%
This is a green event that encouraged responsible environmental practices	-	4.0%	32.0%	56.0%	8.0%
Signage to and at event was clear	2.0%	16.0%	12.0%	58.0%	12.0%

The fieldworkers noted confusion about rating experience 'today'. The focus on 'today' is unclear for multi-day events and irrelevant for one day events. This is problematic especially the survey is being conducted in the morning – some attendees at the Conference could not respond although they already had 4 days of attending the event. **Perhaps change 'here today' to 'at the event'.**

Table 39: Rating of experience at the event

	Conference (n=25)	Festival (n=50)
No response	12.0%	6.0%
Poor	-	2.0%
Satisfactory	12.0%	4.0%
Fair	-	18.0%
Good	28.0%	46.0%
Excellent	48.0%	24.0%

Information was provided by almost all respondents and the statements were generally understood. However, the statements for locals only were answered by some of the day-visitors. **There needs to be clarity on who should respond to these statements and the training of fieldworkers to ensure that this is well understood.**

Table 40: Level of agreement with specific statements relating to the event: Conference (n=25)

No response/ not applicable (NR/A) Strongly Disagree (SD) Disagree (D) Undecided/ don't know (UD) Agree (A) Strongly Agree (SA)

	NR/A	SD	D	UD	A	SA
Hosting						
I am more aware of tourism facilities in the area due to attending this event	4.0%	-	12.0%	4.0%	24.0%	56.0%
Social impacts						
South African culture/ sport/ business is profiled by hosting these types of events	4.0%	4.0%	12.0%	8.0%	24.0%	48.0%
This event will be a major boost for national/ community pride	16.0%	-	-	4.0%	24.0%	56.0%
<i>Entertainment opportunities related to the event will be provided for local residents</i>	96.0%	-	-	-	-	4.0%
<i>Training opportunities have been provided to locals because of this event (e.g. volunteerism, training and skills development etc.)</i>	96.0%	-	-	4.0%	-	-
<i>This event causes disruptions to local residents eg. traffic congestion, excessive noise etc.</i>	96.0%	4.0%	-	-	-	-
Economic impacts						
This event leads to increased spending in the local area and increases economic benefits for local businesses	-	-	4.0%	4.0%	8.0%	84.0%
This event contributes to the promotion of the area as a tourism destination	-	-	4.0%	4.0%	36.0%	56.0%
<i>The hosting of this event ensures employment opportunities to local community members</i>	96.0%	-	-	-	-	4.0%
<i>This event lead to the establishment of facilities that can be used by local communities in the long-term</i>	96.0%	-	-	4.0%	-	-
Environmental impacts						
This event creates opportunities for environmental education and awareness	-	-	4.0%	20.0%	28.0%	48.0%

Only local respondents rated their level of agreement to statements in italics.

Table 41: Level of agreement with specific statements relating to the event: Festival (n=50)

No response/ not applicable (NR/A) Strongly Disagree (SD) Disagree (D) Undecided/ don't know (UD) Agree (A) Strongly Agree (SA)

	NR/A	SD	D	UD	A	SA
Hosting						
I am more aware of tourism facilities in the area due to attending this event	-	-	16.0%	8.0%	72.0%	4.0%
Social impacts						
South African culture/ sport/ business is profiled by hosting these types of events	-	-	8.0%	8.0%	74.0%	10.0%
This event will be a major boost for national/ community pride	2.0%	-	6.0%	10.0%	78.0%	4.0%
<i>Entertainment opportunities related to the event will be provided for local residents</i>	68.0%	-	-	-	28.0%	4.0%
<i>Training opportunities have been provided to locals because of this event (e.g. volunteerism, training and skills development etc.)</i>	68.0%	-	2.0%	10.0%	18.0%	2.0%
<i>This event causes disruptions to local residents eg traffic congestion, excessive noise etc.</i>	68.0%	8.0%	22.0%	-	-	2.0%
Economic impacts						
This event leads to increased spending in the local area and increases economic benefits for local businesses	-	-	2.0%	6.0%	80.0%	12.0%
This event contributes to the promotion of the area as a tourism destination	2.0%	-	2.0%	16.0%	68.0%	12.0%
<i>The hosting of this event ensures employment opportunities to local community members</i>	68.0%	-	2.0%	4.0%	18.0%	8.0%
<i>This event lead to the establishment of facilities that can be used by local communities in the long-term</i>	68.0%	-	2.0%	10.0%	20.0%	-
Environmental impacts						
This event creates opportunities for environmental education and awareness	-	-	24.0%	12.0%	60.0%	4.0%

Only local respondents rated their level of agreement to statements in italics. Information was provided by respondents and the question was understood by respondents at both events.

Table 42: Main activities participated in during the visit (yes responses only): Multiple responses

	Conference (n=25)	Festival (n=50)
Shopping	56.0%	22.0%
Trading	-	2.0%
Adventure	12.0%	16.0%
Nightlife	-	6.0%
Theme parks	24.0%	2.0%
Visited casino	8.0%	-
Business	52.0%	2.0%
Social (VFR)	4.0%	8.0%
Beach	28.0%	-
Sport	4.0%	-
Cultural/ heritage	16.0%	-
Food and wine	32.0%	52.0%
Visiting natural attractions/ wildlife	4.0%	6.0%

Information was provided by all respondents and the question was understood.

Table 43: If respondents would advise friends, relatives or colleagues to attend the event

	Conference (n=25)	Festival (n=50)
Yes, definitely	76.0%	82.0%
Possibly	24.0%	16.0%
No, definitely not	-	2.0%

Information was provided by all respondents and the question was understood.

Table 44: Main mode of transport used to get to the events

	Conference (n=25)	Festival (n=50)
Private vehicle	4.0%	68.0%
Rental car	4.0%	2.0%
Walked	56.0%	30.0%
Taxi	32.0%	-
Minibus Taxi	4.0%	-

3.5 Demographic profile of respondents

Information was provided by all respondents and the question was understood. Only 4 respondents specified their age, the rest provided categorical responses. Average and range can be calculated.

Table 45: Age of respondent (in years)

	Conference (n=25)	Festival (n=50)
21-30	12.0%	14.0%
31-40	8.0%	26.0%
41-50	20.0%	26.0%
51-60	24.0%	18.0%
61-70	36.0%	14.0%
74	-	2.0%
	X = 51.2	X = 44.8

Information was provided by all respondents and the question was understood. **However, fieldworkers should be trained about what postgraduate degrees are since many indicated PhDs as ‘other’.**

Table 46: Highest level of education attained among respondents

	Conference (n=25)	Festival (n=50)
Primary completed (7 yrs of schooling)	-	6.0%
Matric/ secondary completed (> 7 yrs of schooling)	-	28.0%
Certificate/diploma	-	16.0%
Undergraduate degree	4.0%	16.0%
Postgraduate	96.0%	34.0%

Some of the attendees did not respond with 20% of the Conference and 26% of the Festival respondents stating that their incomes were confidential. Also, many respondents at the Conference indicated more than R50 000 but the amount was not specified. **This should be dealt with in the training.** Average and range can be calculated.

Table 47: Monthly net income of respondent in Rands

	Conference (n=20)	Festival (n=36)
R1-R8000	-	8.3%
R8001-R10000	-	16.7%
R10001-R20000	15.0%	13.9%
R20001-R30000	10.0%	13.9%
R30001-R40000	15.0%	19.4%
R40001-R50000	15.0%	22.2%
>R50000	40.0%	5.6%
R86700	5.0%	-
	X = R41085	X = R26972.22

Information was provided by all respondents and the question was understood.

Table 48: Gender of respondent

	Conference (n=25)	Festival (n=50)
Male	44.0%	34.0%
Female	56.0%	66.0%

Information was generally provided for most of respondents. There was confusion among fieldworkers in relation to nationality, ethnicity and historical racial category given that this is a question where the interviewer provides the response and is not supposed to ask the question. ***This should be stressed in the training.***

Table 49: Historical racial category of respondents

	Conference (n=25)	Festival (n=50)
African	20.0%	-
White	68.0%	68.0%
Coloured	-	32.0%
Indian	4.0%	-
Canadian	4.0%	-
Chinese	4.0%	-

4. EVENT ORGANISER

The event organisers, a representative of McGregor Tourism who organised the McGregor Food & Wine Festival and a representative from the Paragon Group who organised the 7th World Congress for Psychotherapy responded to the survey.

4.1 Organiser profile

The McGregor event organiser has been in business for 1-5years, has been involved in organising events for 2 years and has organised the McGregor Festival for 1 year. The Conference organiser was based in Cape Town and employed 10-20 persons on a permanent basis. The Conference organiser has been involved in organising events for 10 years and this was the first time that they organised the Conference. This section on the profile of the business was understood.

4.2 Budget and expenditure

In terms of budget and expenditure, the McGregor organiser indicated that in total R50 000 (plus R10 000 from Wesgro) was the overall budget for the event. R12 000 was for capital expenditure, R18 000 was for venue hire, R8 000 was for salaries and wages, R10 000 was spent on advertising and marketing and R12 000 for all other costs. There was no expenditure for travel and accommodation.

Table 1: Budget in relation to Festival event expenditure

Expenditure item	Amount (in Rands)
Capital expenditure (eg. facilities, equipment, infrastructure, etc.)	R12 000
Venue hire	R18 000
Salaries and wages	R8 000
Advertising and marketing (include media and broadcasting costs)	R10 000
Travelling and accommodation	-
All other costs	R12 000

In terms of budget and expenditure, the Conference organiser indicated that in total R1 660 000 was the overall budget for the event. R600 000 was for capital expenditure, R200 000 was for venue hire, R700 000 was for salaries and wages, R80 000 was spent on advertising and marketing and R80 000 was for travelling and accommodation.

Table 2: Budget in relation to Conference event expenditure

Expenditure item	Amount (in Rands)
Capital expenditure (eg. facilities, equipment, infrastructure, etc.)	600 000
Venue hire	200 000
Salaries and wages	700 000
Advertising and marketing (include media and broadcasting costs)	80 000
Travelling and accommodation	80 000
All other costs	-

Table 3 shows that the income derived from the Festival event was received from public sponsorships (R28 000), ticket sales (R23 200) and stallholders and exhibitors (R1 800). The income derived from the Conference event were from private sponsorships received (R150 000), participant fees (R1 800 000) and stallholders and exhibitors (R35 000).

Table 3: Income (in Rands) derived from the event

Income	Festival	Conference
Private sponsorships received	-	R150 000
Public sponsorships received	R28 0000	-
Income from broadcasting/media rights	-	-
Income from ticket sales	R23 200	-
Income from participant/ delegate/ registration fees	-	R1 800 000
Income from hospitality packages	-	-
Income from stallholders/ exhibitor fees	R1 800	R35 000

The Festival event organiser listed 6 service providers and provided the necessary information as encapsulated in Table 4 below.

Table 4: Service providers used - Festival

No.	Name of Service Provider	Service provided	Amount Paid	ABE or PD	Local
1	Tentmen	Marquee venue	R15k	-	Local
2	NG Church	Venue and seating	R5k	-	Local
3	Robsigns	Signage	R3.5	-	Local
4	Flierz	Print	R2k	-	-
5	Security	-	R1k	PD	Local
6	Photography	-	R2k	-	Local

The Conference event organiser listed 4 service providers and provided the necessary information as encapsulated in Table 5 below.

Table 5: Service providers used - Conference

No.	Name of Service Provider	Service provided	Amount Paid	ABE or PD	Local
1	Selby's	Audio visual	175 000		Local
2	Southern Sun Hotel	Conference venue	400 000		Local
3	Moyo	Dinner	65000		Local
4	African Eagle tours	Tours, transport	80 000		Local

Table 6 illustrates the media exposure leveraged for the Festival event and the estimated Rand values identified by the organiser. The media coverage was mainly local. The media exposure for the Conference was not indicated.

Table 6: Media exposure

TYPE OF MEDIA	LOCAL		NATIONAL		INTERNATIONAL	
	Name	Value	Name	Value	Name	Value
Television	-	-	-	-	-	-
Radio	Cape Talk	-	-	-	-	-
Print	The Gazette Cape Times and Argus	R80 000	Business Class	-	-	-
Posters/ banners/ flyers	-	R5 500	-	-	-	-
Internet	Facebook and Getaway online	-	-	-	-	-

Table 7 shows the sponsors identified by the Festival organiser. All the sponsors provided in-kind contributions. The Conference organiser only indicated R150 00 for other, in cash sponsorship but did not specify.

Table 7: Event sponsors

NAME OF SPONSOR	CASH	IN-KIND
Food and beverage (alcoholic and non-alcoholic)	-	Butlers Pizza, SAB
FMCG (fast-moving consumer goods)	-	-
Banking and/or Insurance	-	-
Motoring	-	-
Fashion and beauty	-	-
Electronics	-	-
Hospitality and leisure	-	Robertson Small Hotel
Logistics (transport, couriers, etc)	-	-
Media	-	-
Telecoms	-	-
Healthcare and Medical	-	-
Other (specify)	-	-

The Conference organiser indicated that 25 speakers, 400 delegates and 5 media persons attended the event. The Festival organiser indicated that there were 400 attendees (based on tickets sold and excluding the free events in the Village as explained previously), 60 stallholders and entertainers, 3 media and 6 support crew.

The budget and expenditure questions were generally well understood and answered.

4.3 Employment and skills development

In terms of employment and skills development, the Festival and Conference organisers employed additional persons to assist with the event. Four(4)additional persons were employed at the Festival and 2 persons at the Conference on a temporary/ casual basis. The additional persons at the Festival assisted with set-up, security, cleaning and first aid. The additional persons at the Conference assisted as hostesses at the registration desk. All the additional persons employed were locals. The organisers indicated that they did not have work-integrated learning (WIL) or volunteers to assist. Furthermore, none of the staff received training as a result of hosting the event. This section appeared to be well answered.

4.4 Responsible tourism

The Festival event organiser stated that local goods and labour as well as proper disposal of waste were associated with the event. The Conference event organiser stated that local goods and labour, proper disposal of waste, conservation of electricity and promoting green behavioural change/ information on environmentally-friendly behaviour were associated with the event. The events did not activate other responsible tourism initiatives during the event. The question was answered.

4.5 Organisation of the event

The following components were in place for the Festival and Conference events:

- Event security plan
- Site plan
- Communication plan
- Safety and security plan
- Financial controls and auditing (including audited financial statements)

Additionally, the Conference had a risk and disaster management plan while the Festival did not have this plan.

The following components were not in place for the events:

- Transport plan
- Health plan
- Environmental protection plan
- Community participation plan

4.6 Satisfaction with the event

The Festival organiser rated most aspects of the event as satisfactory or good. These included location of the event (satisfactory), information provided about the event (satisfactory), attendance at the event (satisfactory), security at the event (satisfactory), quality of the event (satisfactory), advertising/ publicity of the event (good), physical appearance of the event (good) and physical facilities (good). Universal accessibility/ design was rated as poor because the Church Hall access had steps and limited width. All aspects of the event was rated as excellent by the Conference organiser.

The Festival organiser stated that they will apply to organise the event next year. The Conference organiser stated that they will not be applying to organise the event next year.

In terms of the level of agreement with specific statements related to the event, the Festival organiser agreed or strongly agreed with the following statements:

- This is an important sport/ cultural/ business event
- This event improves facilities and infrastructure for local communities
- Entertainment opportunities related to this event was provided for local residents
- This event creates opportunities for local businesses
- This event creates job opportunities
- This event creates opportunities for locals to participate

The following statement was indicated as neutral by the Festival organiser:

- This event resulted in increased training/ skills development opportunities for locals

The Festival organiser disagreed or strongly disagreed with the following statements:

- This event profiles South Africa as a tourism destination

- This event encouraged responsible tourism and environmentally-friendly behaviour

In terms of the level of agreement with specific statements related to the event, the Conference organiser agreed or strongly agreed with the following statements:

- This event creates opportunities for local businesses
- This event creates job opportunities
- This event creates opportunities for locals to participate
- This event profiles South Africa as a tourism destination
- This event encouraged responsible tourism and environmentally-friendly behaviour

The following statement was indicated as neutral by the Conference organiser:

- This event improves facilities and infrastructure for local communities

The Conference organiser disagreed or strongly disagreed with the following statements:

- This is an important sport/ cultural/ business event
- Entertainment opportunities related to this event was provided for local residents
- This event resulted in increased training/ skills development opportunities for locals

This section also had responses for all questions.

5. Economic Impact

The following section details the economic impact analysis of both events. A spending approach method of analysis was used where various expenditure items were aggregated by visitors and the organiser and a multiplier applied to determine the indirect effects. A sample of 50 attendee surveys was completed for the Festival and 25 for the Conference.

This approach has the benefit of using replicable techniques for all NDT events. The assumptions are clear, based on existing evidence and biased towards the conservative. The impact measured is a lower-bound estimate.

5.1 The number of visitors

Festival

Because the McGregor Food & Wine Festival was, in part, an open event, it was difficult to determine the size of the population of participants. The Festival organisers noted that 400 tickets were sold for the event. This was therefore used as a baseline approximation of the total event population, although it should be noted that there may have been significantly more participants.

Three types of visitors have been classified: tourists or overnight visitors, day-trippers and local visitors. Of the 50 respondents sampled, 50% were overnight visitors. To calculate the total number of overnight visitors, this share was multiplied by the total population (400). In total, then, 200 overnight visitors are estimated to have attended the event.

A smaller portion (20%) of the 50 respondents were day-trippers. When this ratio was multiplied with the total event population an estimate of 80 day-trippers was reached. Local visitors to the event were excluded from economic impact investigations. Table 1 below provides a breakdown of these totals.

Table 1: Visitor totals (Festival)

	Number in sample	Share in sample	Number in population
Tourist / overnight visitor	25	50	200
Day-tripper	10	20	80
Local	15	30	120
Total	50	100	400

Conference

Because the 7th World Congress for Psychotherapy is a closed event, ticket information provides an accurate estimate of the total number of event attendees. According to the Conference organiser, there were 400 participants at the event.

A visitor survey was completed to calculate its economic impact. A sample of 25 respondents completed the survey. As with the Festival, three types of visitors are classified: tourists or overnight visitors, day-

trippers and local visitors. Of the 25 respondents sampled, 96% were overnight visitors. To get the total number of overnight visitors, this share is multiplied by the total population (400). In total, then, 384 overnight visitors are estimated to have attended the event.

No respondents indicated that they were day-trippers. As per usual, local visitors to the event are excluded from economic impact investigations. In this case, there were only an estimated 16 local visitors. Table 2 provides a breakdown of these totals.

Table 2: Visitor totals (Conference)

	Number in sample	Share in sample	Number in population
Tourist / overnight visitor	25	96	384
Day-tripper	10	0	0
Local	15	4	16
Total	25	100	400

5.2 Visitor expenditure

Festival

Table 3 below provides a breakdown of the various other expenditure types for locals and for visitors. It is evident that visitors spend a higher amount per capita than local residents in nearly every category. In addition, by definition tourists and overnight visitors spend on accommodation whereas the other two visitor groups did not.

While one would usually control for the size of the group in the respondents' answers, in the case of the Festival it was decided not to control for the size of the group as many more visitors attended the non-ticketed weekend activities. Not controlling for group size is one way to mitigate for the conservative estimates made when the population size was limited to 400.

Table 3: Disaggregated visitor spending, by visitor type

	Food	Merchandise	Shopping	Transport	Accom.	Other	Total
Tourist / overnight visitor	606.25	475.00	837.50	2881.58	1657.14	522.22	6979.69
Day-tripper	441.25	350.00	106.00	380.00	.	.	1277.25
Local	147.00	103.75	296.67	.	.	500.00	1047.42
Total	465.48	366.56	507.50	2360.42	1657.14	520.00	5877.10

Conference

Table 4 below provides a breakdown of the various other expenditure types for locals and for visitors. In the case of the Conference, there are no day-trippers and only one local respondent. Nearly all expenditure is therefore by tourists or overnight visitors; and the expenditure categories are large. The disaggregated expenditure figures indicated in Tables 3 and 4 are used in the economic impact assessment below.

Group size may influence the expenditure sizes. Respondents, however, seemed to have considered only their own expenditure when completing the survey. Consider, for example, the transport category. The average spend of R13211 is slightly more than the price of an international flight ticket. One respondent, noting that they are part of a group of 10 individuals, only indicated one expenditure type – shopping – and only R600. It would not make much sense to divide such expenditures by the group size. It is therefore best to ignore group size when calculating these estimates. ***It will be necessary to reconsider the spend questions (individual vs. group spend) in relation the Conference.***

Table 4: Disaggregated visitor spending, by visitor type

	Food	Merchandise	Shopping	Transport	Accom.	Other	Total
Tourist / overnight visitor	1844.375	3000	2602.941	13211.11	8953.684	2243.25	31855.36
Day-tripper	
Local	200	200
Total	1747.647	3000	2602.941	13211.11	8953.684	2243.25	32055.36

5.3 Total Economic Impact

As focus is on the economic impact of the events, it was necessary to exclude the expenditure of local residents. This is potentially a strong assumption, as it is likely that some of the local expenditure may not have been fully substituted by other types of consumption. In other words, it is plausible that participants spent from savings, or substituted consuming away from non-domestic to domestic items. However, there is no way to determine the likelihood of these two possibilities and it is therefore assumed, following the broader economic impact literature and best practice, that domestic consumers' expenditures are not included.

Expenditure was split between visitor spend and day-tripper spend then classified into the six expenditure categories illustrated in the table below – food, merchandise, shopping, transport, accommodation and other. It has been assumed that for food, merchandise, shopping, accommodation and other expenditure, 80% remain in the local economy and only 20% of transport is measured as impact on the local economy.

Festival

Table 5 below provides the results of the economic impact assessment. Each expenditure items' amount was multiplied by the number of non-local attendees. Upon adding all these expenditure items together, the total direct visitor expenditure amounted to R834 465.

Table 5: Total economic impact (Festival)

Category	Visitor type	Expenditure type	Expenditure	Event attendees	Local share	Local impact
Visitor expenditure	Overnight/ tourists	Food	606.25	200	0.80	97000.00
		Merchandise	475.00	200	0.80	76000.00
		Shopping	837.50	200	0.80	134000.00
		Transport	2881.58	200	0.20	115263.16
		Accommodation	1657.14	200	0.80	265142.88
		Other	522.22	200	0.80	83555.55
	Day-trippers	Food	441.25	80	0.80	28240.00
		Merchandise	350.00	80	0.80	22400.00
		Shopping	106.00	80	0.80	6784.00
		Transport	380.00	80	0.20	6080.00

		Accommodation	0.00	80	0.80	0.00
		Other	0.00	80	0.80	0.00
Organiser expenditure	Capital expenditure		R 12 000		1.00	R 12 000
	Salaries and wages		R 8 000		1.00	R 8 000
	Advertising and marketing		R 10 000		1.00	R 10 000
	Travelling and accommodation		R 0		0.50	R 0
	Other		R 30 000		1.00	R 30 000
Total direct impact						R 894 466
Indirect impact (low)						R 89 447
Total impact (low)						R 983 912

The organiser expenditure was added to the visitor spending. (The reason ticket prices are not included is to avoid double counting expenditure.) The total direct impact of the event was calculated at R894 466. When a conservative multiplier of 1.1 was assumed, the total economic impact of the Festival is estimated to be R983 912.

A 'public multiplier' can be calculated through dividing the economic impact by the public contribution in funding. Wesgro provided R10 000 in funding to the Festival. This suggests an enormous 'public multiplier' of 98.

Conference

Table 6 below provides the results for the economic impact assessment for the Conference. The expenditure amounts were multiplied by the number of non-local attendees. Note that there is no separate category for day-trippers, as no day-trippers were recorded in the sample. Upon adding all

these expenditure items together, the total direct visitor expenditure at the Conference amounted to R6 742 126.85.

Table 6: Total economic impact (Conference)

Category	Visitor type	Expenditure type	Expenditure	Event attendees	Local share	Local impact
Visitor expenditure	Overnight/tourists	Food	1844.38	384	0.80	566592.00
		Merchandise	3000.00	384	0.80	921600.00
		Shopping	2602.94	384	0.80	799623.48
		Transport	13211.11	384	0.20	1014613.25
		Accommodation	8953.68	384	0.80	2750571.72
		Other	2243.25	384	0.80	689126.40
Organiser expenditure	Capital expenditure		R 600 000		1.00	R 600 000
	Salaries and wages		R 700 000		1.00	R 700 000
	Advertising and marketing		R 80 000		1.00	R 80 000
	Travelling and accommodation		R 80 000		0.50	R 40 000
	Other		R 200 000		1.00	R 200 000
Total direct impact						R 8 362 127
Indirect impact (low)						R 836 213
Total impact (low)						R 9 198 340

The organiser expenditure was added to the visitor spending. (The reason registration costs are not included is to avoid double counting.) The total direct impact of the event was calculated at R8 362 127. When a conservative multiplier of 1.1 was assumed, the total economic impact of the Conference is estimated to be R9 198 340.

A 'public multiplier' can only be calculated when public funding was received. In the case of the Conference, no public funding was registered as income category. It is thus not possible to calculate a 'public multiplier' for this event.

5.4 Economic Impact Summary

A sample of 50 attendee surveys of the 400 baseline event participants of the Festival and 25 of the 400 participants to the Conference was collected, in addition to the event organiser surveys. The economic impact of the Festival is estimated to be just below R1 million, while the economic impact of Conference is estimated to be slightly more than R9 million. The survey data gathered from the pilot demonstrated that an economic analysis of these two different events is possible and allows for comparative analysis. An area which can be improved upon in future event evaluations is establishing attendance for non-ticketed parts of an event, such as the Festival, in this case which could have well led to an increase in economic contribution. ***Thus it will be necessary to establish upfront with the organisers whether attendance will be estimated for non-ticketed events.***

The results of the pilot further revealed that the visitor expenditure for the Conference in particular seemed to be problematic and that it may be best to stipulate in the survey that they should only fill in the expenditure for themselves. Moreover, for conferences, a delegate may be travelling in a group, but that is not to say that a spouse (not attending the conference) may be accompanying the delegate which is not factored into the current survey. Estimating their spend before and after the conference needs to be considered too. ***Thus questions specific to conferences in this regard need to be considered.***

6. Conclusion

The surveys generally worked well with a few revisions recommended. The adjustments are mainly in relation to the conference survey where certain questions are not applicable and would therefore need to be rephrased or deleted. Other general adjustments related to questions dealing with the different types of attendees, number of days and the event, in the city and in South Africa, and multi-day event rating of experience. The pilot also revealed that it will be important to ascertain from event organisers upfront if they are putting plans in place to estimate attendance, especially when it is an open event or as was the case for the Festival, a combination of ticketed and an open event. The pilot further demonstrated that the data collected provides for an economic analysis to be undertaken and that comparative analysis of different types of events is possible using the methodologies employed albeit consideration for specific questions relevant to conferences. In addition to a few adjustments on the attendee survey, the pilot also emphasised

the importance of the training of the fieldworkers and the specific questions which particular attention will need to be paid to, for future fieldwork implementation.

Appendix 1A: Attendee survey McGregor Food & Wine Festival



Event Attendees Survey

We are conducting a survey in relation to events supported by the National and/or Provincial Department of Tourism. Have you been interviewed before during this event? IF INTERVIEWED BEFORE, FIELDWORKER NEEDS TO THANK RESPONDENT FOR THEIR TIME AND INTERVIEW THE NEXT PERSON.

Please note that all answers will be kept confidential and presented anonymously to the National Department of Tourism.
Thank you for your participation!

OFFICIAL USE ONLY

Name of event: _____

Year of event: _____ Date: _____

Questionnaire #: _____

Venue: _____

Name of fieldworker: _____

A. ATTENDEE INFORMATION

1. Are you an overnight visitor, day-visitor or a local resident?

Overnight visitor/ tourist	Day-visitor	Local resident
----------------------------	-------------	----------------

1.1. If you are a tourist (overnight person from outside the area) or day-visitor, where are you from?

Outside South Africa	Country:								
South Africa	Eastern Cape	Free State	Gauteng	KwaZulu-Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape

2. How would you describe the composition of your group?

N/A (alone)	Friends	Family	Friends and family	School group	Business associates	Tour group	Other (specify)
-------------	---------	--------	--------------------	--------------	---------------------	------------	-----------------

3. How many people, including yourself, are in your immediate group (that is, those who are spending money together) attending the event?

1	2	3	4	5	> 5 (specify)
---	---	---	---	---	---------------

4. How many days of the event did you / or will you be attending?

1	2	3
---	---	---

5. Have you attended this event in previous years? (Not to exceed 12 years) Yes Number attended previously _____ No

6. Would you attend this event if it was held again?

Yes	No (provide a reason)
-----	-----------------------

B. CONSUMER BEHAVIOR

1. If you are an overnight visitor, please indicate the number of nights you stayed or plan to stay in McGregor?

1	2	3	4	5	> 5 (specify)
---	---	---	---	---	---------------

1.1. If you are an overnight visitor, please indicate the number of nights you stayed or plan to stay in areas outside McGregor but in South Africa during this trip?

1	2	3	4	5	> 5 (specify)
---	---	---	---	---	---------------

2.If a ticketed event, how many tickets did you personally acquire?

0/ None	1	2	3	4	> 4 (specify)
---------	---	---	---	---	---------------

3.Approximately how much money will you spend during the entire period of the event (ALL including locals except for accommodation) or stay in the place where the event is being held)? (Please write: "0" if no expenditure or"x" = I cannot guess that).

- Tickets / entrance/ registration fees (R) _____
- Food and drinks (R) _____
- Event merchandise / event-related articles (R) _____
- Shopping (R) _____
- Transportation, including airfares and travel within South Africa (R) _____

Accommodation

Others (entertainment, visits to attractions, etc.)

(R) _____

(R) _____

Overall total estimate (most important figure to obtain)

(R) _____

3.1. For how many persons is this expenditure?

O For myself or O For _____ person(s)

4. How important was the event in your decision to travel to South Africa (foreign visitors)/ this region (domestic visitors)?

1. Very unimportant	2. Unimportant	3. Neutral	4. Important	5. Very important
---------------------	----------------	------------	--------------	-------------------

4.1. If very unimportant, unimportant or neutral, what was your primary reason for visiting the area in which the event is being held?

Holiday	Business	Visiting friends and relatives (VFR)	Shopping	Health/ medical	Other (specify)
---------	----------	--------------------------------------	----------	-----------------	-----------------

5. If an overnight visitor, how many nights did/will you spend during your visit to McGregor as well as in other areas in South Africa, and in what type of accommodation? (indicate number of nights where applicable).

Accommodation type	Nights in McGregor	Nights in others areas in South Africa
4-5 star hotel		
1-3 star hotel		
Guesthouse/B&B		
Self-catering apartment		
Car/ camping		
Private room/flat/house rental		
Private accommodation (friends/family)		

C. KNOWLEDGE AND PERCEPTIONS OF EVENT AND DESTINATION

1. How would you describe your interest in the event?

No interest	Low	Average	High	Very high
-------------	-----	---------	------	-----------

2. Which of the following influenced you to attend this event? Multiple responses permitted.

Television	Radio	Magazine	Newspaper	Internet	Social media platforms
Travel guide	Previous visits	Work related/professional colleagues	Friends or relatives who have attended the event or are residents		
Other (specify)					

3. How would you rate your level of satisfaction with the marketing material provided for the event?

Poor	Satisfactory	Good	Excellent
------	--------------	------	-----------

4. Who are the main sponsors of the event? (unaided) Multiple responses permitted.

Don't know	Wesgro	Rueben's Restaurant in Robertson Small Hotel	Butler's Pizza	SAB	Other (specify)
------------	--------	----------------------------------------------	----------------	-----	-----------------

5. Please indicate the level of agreement with the following statements about the event (select one option for each variable).

	Strongly Disagree	Disagree	Undecided/ Don't know	Agree	Strongly Agree
The event is well organised					
If ticketed event, the tickets were reasonably priced					
Excellent programme/activities					
Parking is adequate					
Sufficient facilities and amenities at this event (eg. toilets)					
Good refreshment areas/ food variety					
Information about this event was easily accessible					
Good PA/ sound system					
This is a green event that encouraged responsible environmental practices					
Signage to and at event was clear					

6. How would you generally rate your experience here today?

Poor	Satisfactory	Fair	Good	Excellent
------	--------------	------	------	-----------

7. Indicate the extent to which you agree or disagree with each STATEMENT with an 'X' in the right hand column.

STATEMENT	Strongly Disagree	Disagree	Undecided/ Don't know	Agree	Strongly Agree
Hosting					
I am more aware of tourism facilities in the area due to attending this event					
Social impacts					
South African culture/ sport/ business is profiled by hosting these types of events					
This event will be a major boost for national/ community pride					
<i>Entertainment opportunities related to the event will be provided for local residents</i>					
<i>Training opportunities have been provided to locals because of this event (e.g. volunteerism, training and skills development etc.)</i>					
<i>This event causes disruptions to local residents eg traffic congestion, excessive noise etc.</i>					
Economic impacts					
This event leads to increased spending in the local area and increases economic benefits for local businesses					
This event contributes to the promotion of the area as a tourism destination					
<i>The hosting of this event ensures employment opportunities to local community members</i>					
<i>This event lead to the establishment of facilities that can be used by local communities in the long-term</i>					
Environmental Impacts					
This event creates opportunities for environmental education and awareness					

8. What are/were the main activities you intend participating in/have participated in during your visit (besides the main event?); Multiple responses permitted.

Shopping	Trading	Adventure	Medical/health	Nightlife	Theme Parks	Visited a casino
Business	Social (VFR)	Beach	Sport	Cultural/heritage	Other events	Food and wine
Visiting natural attractions/ wildlife	Other (specify)					

9. Would you advise friends, relatives or colleagues to attend the event?

Yes, definitely	Possibly	No, definitely not
-----------------	----------	--------------------

10. What was the main mode of transport you used to get to the event today?

Private vehicle	Motorcoach/bus	Rental car	Walked	Taxi	Shuttle	Train	Minibus Taxi	Other (specify)
-----------------	----------------	------------	--------	------	---------	-------	--------------	-----------------

D. DEMOGRAPHIC PROFILE

1. What is your age or can you provide with an age range? _____ years

<20	21 - 30	31 - 40	41 - 50	51-60	61-70	70+ (specify)
-----	---------	---------	---------	-------	-------	---------------

2. Highest level of education attained

No formal education	Primary completed (7 yrs of schooling)	Matric/ secondary completed (> 7 yrs of schooling)	Certificate/diploma
Undergraduate degree	Postgraduate degree	Other (specify)	

3. What is your monthly net income (after deduction of taxes) or can you provide us with a monthly income range?

R1 – R8000	R 8001 – R 10 000	R 10 001 – R 20 000	R 20 001 – R 30 000	R 30 001 – R 40 000	R 40 001 – R50 000	>R 50 000 (specify)	Confidential
------------	-------------------	---------------------	---------------------	---------------------	--------------------	---------------------	--------------

4. INTERVIEWER TO NOTE

Gender of respondent		Historical racial category (South Africans only)					
Male	Female	African	White	Coloured	Indian	Don't know	Other (specify)

THANK YOU FOR YOUR PARTICIPATION! For queries contact, Prof Kamilla Swart (CPUT): 021 460 4242.

Appendix 1B: Attendee survey 7th World Congress for Psychotherapy



Event Attendees Survey

We are conducting a survey in relation to events supported by the National and/or Provincial Department of Tourism. Have you been interviewed before during this event? IF INTERVIEWED BEFORE, FIELDWORKER NEEDS TO THANK RESPONDENT FOR THEIR TIME AND INTERVIEW THE NEXT PERSON.

Please note that all answers will be kept confidential and presented anonymously to the National Department of Tourism. **Thank you for your participation!**

<u>OFFICIAL USE ONLY</u>	
Name of event:	_____
Year of event:	_____ Date: _____
Questionnaire #:	_____
Venue:	_____
Name of fieldworker:	_____

A. ATTENDEE INFORMATION

1. Are you an overnight visitor, day-visitor or a local resident?

Overnight visitor/ tourist	Day-visitor	Local resident
----------------------------	-------------	----------------

1.1. If you are a tourist (overnight person from outside the area) or day-visitor, where are you from?

Outside South Africa	Country:								
South Africa	Eastern Cape	Free State	Gauteng	KwaZulu-Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape

2. How would you describe the composition of your group?

N/A (alone)	Friends	Family	Friends and family	School group	Business associates	Tour group	Other (specify)
-------------	---------	--------	--------------------	--------------	---------------------	------------	-----------------

3. How many people, including yourself, are in your immediate group (that is, those who are spending money together) attending the event?

1	2	3	4	5	> 5 (specify)
---	---	---	---	---	---------------

4. How many days of the event did you / or will you be attending?

1	2	3	4	5
---	---	---	---	---

5. Have you attended this event in previous years? (Not to exceed 6 years) Yes Number attended previously _____ No

6. Would you attend this event if it was held again?

Yes	No (provide a reason)
-----	-----------------------

B. CONSUMER BEHAVIOR

1. If you are an overnight visitor, please indicate the number of nights you stayed or plan to stay in Durban?

1	2	3	4	5	> 5 (specify)
---	---	---	---	---	---------------

1.1. If you are an overnight visitor, please indicate the number of nights you stayed or plan to stay in areas outside Durban but in South Africa during this trip?

1	2	3	4	5	> 5 (specify)
---	---	---	---	---	---------------

2. If a ticketed event, how many tickets did you personally acquire?

0/ None	1	2	3	4	> 4 (specify)
---------	---	---	---	---	---------------

3. Approximately how much money will you spend during the entire period of the event (ALL including locals except for accommodation) or stay in the place where the event is being held)? (Please write: "0" if no expenditure or "x" = I cannot guess that).

- Tickets / entrance/ registration fees (R) _____
- Food and drinks (R) _____
- Event merchandise / event-related articles (R) _____
- Shopping (R) _____
- Transportation, including airfares and travel within South Africa (R) _____

Accommodation

Others (entertainment, visits to attractions, etc.)

(R) _____

(R) _____

Overall total estimate (most important figure to obtain)

(R) _____

3.1. For how many persons is this expenditure?

O For myself or O For _____ person(s)

4. How important was the event in your decision to travel to South Africa (foreign visitors)/ this region (domestic visitors)?

1. Very unimportant	2. Unimportant	3. Neutral	4. Important	5. Very important
---------------------	----------------	------------	--------------	-------------------

4.1. If very unimportant, unimportant or neutral, what was your primary reason for visiting the area in which the event is being held?

Holiday	Business	Visiting friends and relatives (VFR)	Shopping	Health/ medical	Other (specify)
---------	----------	--------------------------------------	----------	-----------------	-----------------

5. If an overnight visitor, how many nights did/will you spend during your visit to Durban as well as in other areas in South Africa, and in what type of accommodation? (indicate number of nights where applicable).

Accommodation type	Nights in Durban	Nights in others areas in South Africa
4-5 star hotel		
1-3 star hotel		
Guesthouse/B&B		
Self-catering apartment		
Car/ camping		
Private room/flat/house rental		
Private accommodation (friends/family)		

C. KNOWLEDGE AND PERCEPTIONS OF EVENT AND DESTINATION

1. How would you describe your interest in the event?

No interest	Low	Average	High	Very high
-------------	-----	---------	------	-----------

2. Which of the following influenced you to attend this event? Multiple responses permitted.

Television	Radio	Magazine	Newspaper	Internet	Social media platforms
Travel guide	Previous visits	Work related/professional colleagues		Friends or relatives who have attended the event or are residents	
Other (specify)					

3. How would you rate your level of satisfaction with the marketing material provided for the event?

Poor	Satisfactory	Good	Excellent
------	--------------	------	-----------

4. Please indicate the level of agreement with the following statements about the event (select one option for each variable).

	Strongly Disagree	Disagree	Undecided/ Don't know	Agree	Strongly Agree
The event is well organised					
If ticketed event, the tickets were reasonably priced					
Excellent programme/activities					
Parking is adequate					
Sufficient facilities and amenities at this event (eg. toilets)					
Good refreshment areas/ food variety					
Information about this event was easily accessible					
Good PA/ sound system					
This is a green event that encouraged responsible environmental practices					
Signage to and at event was clear					

5. How would you generally rate your experience here today?

Poor	Satisfactory	Fair	Good	Excellent
------	--------------	------	------	-----------

6. Indicate the extent to which you agree or disagree with each STATEMENT with an 'X' in the right hand column.

STATEMENT	Strongly Disagree	Disagree	Undecided/ Don't know	Agree	Strongly Agree
Hosting					
I am more aware of tourism facilities in the area due to attending this event					
Social impacts					
South African culture/ sport/ business is profiled by hosting these types of events					
This event will be a major boost for national/ community pride					
<i>Entertainment opportunities related to the event will be provided for local residents</i>					
<i>Training opportunities have been provided to locals because of this event (e.g. volunteerism, training and skills development etc.)</i>					
<i>This event causes disruptions to local residents eg traffic congestion, excessive noise etc.</i>					
Economic impacts					
This event leads to increased spending in the local area and increases economic benefits for local businesses					
This event contributes to the promotion of the area as a tourism destination					
<i>The hosting of this event ensures employment opportunities to local community members</i>					
<i>This event lead to the establishment of facilities that can be used by local communities in the long-term</i>					
Environmental Impacts					
This event creates opportunities for environmental education and awareness					

7. What are/were the main activities you intend participating in/have participated in during your visit (besides the main event?); Multiple responses permitted.

Shopping	Trading	Adventure	Medical/health	Nightlife	Theme Parks	Visited a casino
Business	Social (VFR)	Beach	Sport	Cultural/heritage	Other events	Food and wine
Visiting natural attractions/ wildlife	Other (specify)					

8. Would you advise friends, relatives or colleagues to attend the event?

Yes, definitely	Possibly	No, definitely not
-----------------	----------	--------------------

9. What was the main mode of transport you used to get to the event today?

Private vehicle	Motorcoach/bus	Rental car	Walked	Taxi	Shuttle	Train	Minibus Taxi	Other (specify)
-----------------	----------------	------------	--------	------	---------	-------	--------------	-----------------

D. DEMOGRAPHIC PROFILE

1. What is your age or can you provide with an age range? _____ years

<20	21 - 30	31 - 40	41 - 50	51-60	61-70	70+ (specify)
-----	---------	---------	---------	-------	-------	---------------

2. Highest level of education attained

No formal education	Primary completed (7 yrs of schooling)	Matric/ secondary completed (> 7 yrs of schooling)	Certificate/diploma
Undergraduate degree	Postgraduate degree	Other (specify)	

3. What is your monthly net income (after deduction of taxes) or can you provide us with a monthly income range?

R1 – R8000	R 8001 – R 10 000	R 10 001 – R 20 000	R 20 001 – R 30 000	R 30 001 – R 40 000	R 40 001 – R50 000	>R 50 000 (specify)	Confidential
------------	-------------------	---------------------	---------------------	---------------------	--------------------	---------------------	--------------

4. INTERVIEWER TO NOTE

Gender of respondent		Historical racial category (South Africans only)					
Male	Female	African	White	Coloured	Indian	Don't know	Other (specify)

THANK YOU FOR YOUR PARTICIPATION! For queries contact, Prof Kamilla Swart (CPUT): 021 460 4242.

Appendix 2: Event Organiser Survey



ORGANISER SURVEY

NAME OF EVENT: _____

NAME OF RESPONDENT: _____

NAME OF ORGANISATION: _____

WHERE ARE YOU BASED: SPECIFY CITY/TOWN _____

SPECIFY PROVINCE _____

A. PROFILE OF BUSINESS

1. Number of persons employed on a permanent basis

1-5	5-10	10-20	20-50	> 50 (specify)
-----	------	-------	-------	----------------

2. How many years have you been involved in organising events? _____

3. How many times have you organised **this** event? _____

B. BUDGET AND EXPENDITURE

1. What was your company's overall budget for this event? _____

1.1. What was the budget for the event in the categories below? Please indicate 0 or none, if not applicable.

EXPENDITURE ITEM	AMOUNT
Capital expenditure (eg. facilities, equipment, infrastructure, etc.)	
Venue hire	
Salaries and wages	
Advertising and marketing (include media and broadcasting costs)	
Travelling and accommodation	
All other costs	

2. What was the income derived from the event in the categories below? Please indicate 0 or none, if not applicable.

INCOME	AMOUNT
Private sponsorships received	
Public sponsorships received	
Income from broadcasting/media rights	
Income from ticket sales	

4. Could you outline below the media exposure leveraged for the event and estimated value in Rand?

TYPE OF MEDIA	LOCAL		NATIONAL		INTERNATIONAL	
	Name	Value	Name	Value	Name	Value
Television						
Radio						
Print						
Posters/ banners/ flyers						
Internet						
Other (specify)						

5. Provide a list of main and supporting sponsors with amounts sponsored. If in-kind sponsorship (media exposure, catering, etc), provide an estimate value in Rand.

CATEGORY OF SPONSOR	CASH	IN-KIND
Food and beverage (alcoholic and non-alcoholic)		
FMCG (fast-moving consumer goods)		
Banking and/or Insurance		
Motoring		
Fashion and beauty		

Electronics		
Hospitality and leisure		
Logistics (transport, couriers, etc)		
Media		
Telecoms		
Healthcare and Medical		
Other (specify)		

6. How many people attended the event; indicate where applicable.

Speakers	Delegates	Participants	Attendees	Media	Support crew

C. EMPLOYMENT AND SKILLS DEVELOPMENT

1. Did you employ additional persons to assist in the preparation for or during the event, excluding volunteers?

Yes	No
-----	----

1.1. If Yes,

1.1.1. What type of jobs did you employ these people for?

1.1.2. How many people did you employ for this event in the categories below?

Permanent:	Temporary/ casual:
------------	--------------------

1.1.3. How many of those employed were locals? _____

2. Did you have work-integrated learning (WIL) or any volunteers assist you?

Yes	No
-----	----

2.1. If Yes,

2.1.1. How many assisted with the event? _____

2.1.2. What aspects did they assist with?

3. Did staff or volunteers receive any training because of the event?

Yes	No
-----	----

3.1. If Yes,

3.1.1. How many were trained? _____

3.1.2. What type of training did they receive?

D. RESPONSIBLE TOURISM

1.1. Indicate from the list below, responsible tourism initiatives activated for the event?

Recycling	
Use of local goods and labour	
Proper disposal of waste	
Conservation of water	
Conservation of electricity	
Use of alternative/ renewable energy sources eg. solar	
Green building standards eg. use of natural lighting and cooling	
Use of green products	
Promoting green behavioural change/ information on environmentally-friendly behaviour	
Other (specify)	

E. ORGANISATION OF EVENT

1. Indicate whether the following were in place for the event.

Event management plan	
Site plan	
Communication plan	
Transport plan	
Safety and security plan	
Risk and disaster management plan	
Health plan	
Environmental protection plan	
Community participation plan	
Financial controls and auditing (including audited financial statements)	

E. SATISFACTION WITH EVENT

1. Rate your level of satisfaction with the following aspects of the event.

KEY: 1. Poor 2. Satisfactory 3. Good 4. Excellent

	Key	If poor, give reasons
Location of this event		
Information provided about this event		
Attendance at this event		
Security at this event		
Quality of this event		
Advertising/ publicity of this event		
Physical appearance of this event (littering, overcrowding, etc.)		
Physical facilities (toilets, bins, seating availability etc.)		
Universal accessibility/ design		

2. Will you be organising the event next year again?

Yes	No	Will apply to organise the event
-----	----	----------------------------------

3. Please indicate the level of agreement with the following statements (select one option for each variable).

1 - strongly disagree 2 – disagree 3 - neutral 4 - agree 5 – strongly agree

	1	2	3	4	5
This is an important sport/ cultural/ business event					
This event improves facilities and infrastructure for local communities					
Entertainment opportunities related to this event was provided for local residents					
This event creates opportunities for local businesses					
This event creates job opportunities					
This event creates opportunities for locals to participate					
This event has resulted in increased training/skills development opportunities for locals					
This event profiles South Africa as a tourism destination					
This event encouraged responsible tourism and environmentally-friendly behaviour					

THANK YOU FOR YOUR PARTICIPATION! For queries contact, Prof Kamilla Swart (CPUT): 021 460 4242