tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

DEVELOPMENT OF A FRAMEWORK TO MEASURE THE IMPACT OF EVENTS

FINAL REPORT

MARCH 2016

ABBREVIATIONS

ABE	Affirmable Business Enterprises
ABI	Amalgamated Beverage Industries
AIVP	International Association of Cities and Ports
ATM	Automated Teller Machine
B&B	Bed and Breakfast
BBBEEs	Broad-Based Black Economic Empowerment
CPUT	Cape Peninsula University of Technology
EIAs	Environmental Impact Assessments
EO	Event Organiser
FM	Frequency Modulation
FMCG	Fast Moving Consumer Goods
GSI	Global Sport Impact
HDIs	Historically Disadvantaged Individuals
IOC	International Olympic Committee
LEDET	Limpopo Economic Development, Environment & Tourism
LMF	Limpopo Marula Festival
MCQP	Mother City Queer Project
N/A	Not Applicable
NDT	National Department of Tourism
OGI	Olympic Games Impact
PCO	Professional Congress Organiser
PD	Previously Disadvantaged
PFMA	Public Finance Management Act
ROI	Return on Investment
SAB	South African Breweries
SAFM	South African Frequency Modulation
S-DIAT	Sport-In Development Impact Assessment Tool
SEIM	Sport Event Impact Model
SIE	Social Impact Evaluation

SPSS	Statistical Package for the Social Sciences
SRSA	Sport and Recreation, South Africa (Gov Department)
STEAM	Sport Tourism Assessment Model
TCH	TriRock Cradle of Humankind
UK	United Kingdom
USA	United States of America
VDF	Vredefort Dome Festival
VFR	Visiting friends and relatives
WPC	World Ports Congress

TERMS

Consumer behaviour	Involves certain decisions, activities, ideas or experiences that satisfy consumer needs and wants. It is concerned with all activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions.
Day-tripper (visitor)	The visitor travelling away from home to a destination for business or pleasure and returns home the same day.
Economic impact	The economic benefits that accrue to a host community. This concerns the enhancement of the way of life, economy and environment of that host community.
Environmental impact	Include air pollution which include emissions from vehicles and airplanes, water pollution such as water discharge, road oil, disruption of natural habitat and destruction of wetlands and beaches, litter and pedestrian congestion.
Event attendance	The overall total number of people at an event.
Event attendee	An individual, registered for or participating in any conference or event. This includes delegates, exhibitors, media, speakers, and guests.
Event organiser	The person who plans and executes the event, taking responsibility for the creative, technical and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, scriptwriting, logistics, budgeting, negotiation and client service.
Exhibitor	Organisation that showcases its products or services at an exhibition or event attendee whose responsibility is to staff their exhibition stand.

Overnight visitor/tourist	The visitor travelling away from home to a destination for business or pleasure and stays overnight at a destination.
Public multiplier	It divides the total economic impact by the total contribution (in sponsorships and other in-kind payments) from the public purse through local, provincial and national governments.
Responsible Tourism	An approach to the management of tourism, aimed at maximising economic, social and environmental benefits and minimising costs to destinations. Simply put, Responsible tourism is tourism 'that creates better places for people to live in, and better places to visit'.
Social impact	Impact on local communities, both positive (i.e. promoting cultural values, opportunities for nation building, community building and building unity, feel-good effects of hosting events, skills development and training and an Increase in safety and security measures) and negative (i.e. noise pollution, increase in costs of goods and services and traffic congestion).
Social media platform	Computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.
Work-integrated learning	A programme that formally integrates a student's academic studies with work experience in participating employer organisations

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EXECUTIVE SUMMARY

A three-phased study was conducted to develop a standardised framework to measure, monitor and manage the impacts of events of different types and sizes in South Africa. Phase one of the study (2013-2014) focused on reviewing literature and accompanying models and approaches of evaluating events and further identifying the relevant indicators that can be used to measure the impact of events of different types and sizes in South Africa. Phase two of the study (2014-2015) focused on finalising the development of indicators, piloting them and evaluating five different types of events and of different sizes, spread across several Provinces. The pilot was conducted at the World Congress for Psychotherapy in KwaZulu-Natal and the McGregor Food and Wine Festival in the Western Cape in 2014. The event evaluations were undertaken at the following events: Vredefort Dome Festival (Free State), World Ports Congress (KwaZulu-Natal), Mother City Queer Project (Western Cape) in 2014 and the TriRock Cradle of Humankind (Gauteng) and the Limpopo Marula Festival (Limpopo) in 2015. The third phase of the study (2015-2016) focused on developing, piloting and finalising the framework for implementation which includes providing capacity building to NDT and provincial officials in utilising the framework as well as the development of training manuals for implementation and workshop facilitation.

The methodological approach to conducting the five event evaluations included the development of survey instruments, conducting a pilot study, developing the sampling framework, fieldwork implementation and data inputting, table generation and data analysis. Two survey instruments, targeted at the two main event stakeholders (viz. attendees and the event organiser - EO), were developed and used. Each survey instrument was adapted in relation to the specifics of the event such as changing the number of days of the event, specifying the local economic area and the sponsors associated with the event. A comprehensive pilot study was undertaken including developing templates for the data inputting using the Statistical Package for the Social Sciences (SPSS), generating the tables, undertaking the economic impact analysis and finalising the process report in order to refine the instruments. A sampling framework was developed for every event and instrument. The number of attendees per event were obtained from the event organiser for both ticketed and non-ticketed events. In general, face-to-face interviews were conducted with attendees at specific location/s and or venue/s determined by the research team during the duration of the event. In most cases data collection was concentrated at the main event venues and where the largest number of attendees were expected. Furthermore, most interviews were conducted during the latter days of multi-day events to permit attendees to experience the event. A spatially based, systematic purposive sampling approach was used. The attendee sample size was determined by the expected number of attendees provided by the event organiser pre-event. The event organiser questionnaire was emailed to the event organiser directly and requested to be completed by a certain deadline, after which follow-ups were made. In total, 1 202 attendees surveys were conducted and all the EOs responded (4) except for one event. The data was captured into SPSS, tables were generated and analysed. An economic impact analysis was conducted by a specialised economist, taking into account the economic contributions made by

the two main event stakeholders. An individual report for each event was compiled and details the profile of the event attendees and the respective event organisers as well as an economic impact assessment of the event on its locality. This overall report provides a comparative analysis of the five event evaluations conducted to inform the framework.

In order to develop a standardised framework to assess the impacts of events in nationally, the report provides the conclusions and recommendations based on the event evaluations undertaken. With respect to the survey instruments and data inputting, the attendees and event EO surveys were implemented as planned. The biggest challenge was getting EOs to respond timeously, both in terms of developing the sampling framework and in relation to completing the survey. Furthermore, accessing more precise economic data from the EOs is required as it was poorly completed in some instances. Ensuring higher response rates for all events evaluated in the future will limit bias and increases credibility, reliability and quality of the data.

Cognisance of arrangements for research at the various events and consideration for partnership and collaboration to ascertain the relevant data should also be considered. Questionnaire-specific recommendations have been effected to the revised survey instruments in the training manual. Furthermore, it is recommended that a master template be created and adapted for specific event requirements in order to ensure that questions relevant for a subsequent evaluation are not missed due to changing the survey instrument from event to event, as was the case in the evaluation of these five events.

With regard to the data inputting, it is advisable that it is checked by a trained tourism researcher (and not just a statistician) to ensure that responses by the different categories of respondents (ie. local residents and visitors) are inputted and captured more precisely. This also points to the importance of trained fieldworkers and supervisors who should be able to pick up these differences in the field to further ensure more precise data is captured at this initial stage.

The findings indicate that a standardised methodology to make the diverse events comparable in terms of economic impact was achieved. While a more sophisticated approach would be able to identify nuances to each event, a standardised approach permits comparison of economic impact across the five events, and will be able to extend to the evaluation of other events using the same methodology. The attendees and EOs surveys are sufficient to undertake the economic impact assessment. As other stakeholder surveys such as the service provider survey is not included due to establishing the basic requirements of economic impact analyses across the different Provinces (who have varying resources for event impact research), it is vital that EOs provide the financial data as required. This is particularly important for calculating the public multiplier which was the weakest aspect of the analyses, due to the lack of public spend being declared across the events.

The indicators were reviewed in relation to the information obtained from the survey responses and further refined. As the current survey instruments provide data in relation to the triple bottom-line indicators as initially envisioned, no further changes are recommended.

Common methodological challenges were experienced across various events. Pre-event planning and the co-operation of the EO are critical to the sampling framework and ensuring timeous accreditation access. Provinces also play an important role in facilitating access. Post-event methodological challenges related to cooperation from EO to complete the EO survey timeously. Incompletion of the EO survey directly impacts on the economic impact calculations as the EO is the only stakeholder who can provide information relating to event expenditure and (local) services procured. Several recommendations are suggested to mitigate the methodological challenges experienced both pre-, during and post- event in future.

The basis of the proposed Event Evaluation Framework is to provide a more strategic approach to evaluate NDT and/or Provincially-supported events in a consistent manner, in order to assess the impact of events on the tourism sector as well as to justify the funding for events from both the public and private sectors.

The strategic orientation of the Event Evaluation Framework is intended to:

- Simplify and standardise the approach
- Assess the impact of events of different types and sizes in different localities
- Account for different types of impacts
- Improve data collection to ensure relevance, quality, validity and accuracy of the data
- Permit comparisons between the events and track changes over time in relation to the impacts of NDT and/or Provincially-supported events
- Standardise the return on investment (ROI) of the economic impacts
- Generate information that can assist in making decisions regarding which events should be supported or continued to be supported

This phase of the research project has resulted in the following:

- Development of data collection instruments for event evaluation purposes that can be implemented across the different types and sizes of events supported by NDT and/or the Provinces
- Development of indicators to inform the Event Evaluation Framework
- Development of a training manual for the data collection instruments and sampling framework for primary data collection as well as for undertaking the economic impact analysis

If the budget does not permit all NDT and/or Provincially-funded events to be evaluated, then a sampling of different types of events should be undertaken on an annual basis for evaluation purposes, as undertaken during this phase. However, it is important to emphasise that at least the EO survey be completed to provide information on triple bottom-line aspects from an EO perspective. These are done electronically and therefore data collection costs will be minimal. However, for an overall triple bottom-line assessment of an event, attendee surveys must be included. Where baseline information is already in place, regular evaluations can be undertaken to track changes over time for at least some of the information. NDT and/or the Provinces may identify target or flagship events that they would like evaluated on an annual basis.

It is important that the following be developed to ensure that the proposed Event Evaluation Framework is practical and implementable:

- Drafting of and/or revision of contracts to ensure compliance of EOs to provide the information needed for event evaluation purposes; and
- Revised attendee and EO surveys to provide the information needed; including a master template that can be amended per requirements of specific events.

The indicators that frame the Event Evaluation Framework should be revised on an annual basis to ensure relevance and that due consideration is given to changing conditions and contexts. Thus, there is the need for continuation but also adaptation of the Event Evaluation Framework. The approach permits event-related impacts to be ascertained on and event by event basis with longer term impacts being examined annually. The roles and responsibilities of the NDT/ Provinces, EO and the research team (either outsourced or unit responsible in NDT/ Provinces) should be clearly stipulated and clarified as outlined.

There are likely to be several risks in relation to the Event Evaluation Framework implementation that need to be addressed to ensure successful event impact evaluation, such as:

- Commit resources for event impact evaluation, including adequately trained human resources
- Ensuring compliance on the part of the EOs
- Ensuring quality data across all events monitored and evaluated
- Timely reporting (from EOs, NDT/Provinces and event evaluation specialists)

The proposed Event Evaluation Framework provides the when, how and who in relation to event supported by NDT and/or the Provinces. The Training Manual including the data collection instruments (and SPSS templates for data inputting) is available for the implementation of the finalised Event Evaluation Framework.

1. INTRODUCTION

In the financial year 2013/14 the National Department of Tourism (NDT) appointed the Cape Peninsula University of Technology (CPUT) to conduct 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 was conducted in three phases.

Phase one of the study focused on reviewing literature and accompanying models and approaches of evaluating events and further identifying the relevant indicators that can be used to measure the impact of events of different types and sizes in South Africa. The indicators were prioritised according to three categories of relevance i.e. high, medium and low categories. The different approaches and models to event impact assessment were discussed, with reference made to advantages and disadvantages. These include the multiplier methods, cost-benefit analyses, expenditures analysis, the Sport Tourism Economic Assessment Model (STEAM), the Sport-in Development Impact Assessment Tool (S-DIAT) and the Social Impact Evaluation (SIE) framework.

The various models that forms part of the literature review include the following: Olympic Games Impact (OGI) model developed by the International Olympic Committee (IOC), EventIMPACT toolkit developed by UK Sport, the Sport Event Impact Model (SEIM) developed by the Department of Sport and Recreation, South Africa (SRSA) and the Global Sports Impact (GSI) project which is aimed at developing an internationally accepted methodology for measuring the impact of sport events, enabling events to be compared across standard of indicators. The desktop exercise made it possible to identify relevant social, economic and environmental indicators.

In the 2014/15 financial year, phase two of the study focused on finalising the development of indicators, piloting them and evaluating five different types of events and of different sizes, spread across several Provinces (i.e. Vredefort Dome Festival - VDF, World Ports Congress - WPC, Mother City Queer Project - MCQP, TriRock Cradle of Humankind – TCH and the Limpopo Marula Festival - LMF). The pilot was conducted at the World Congress for Psychotherapy in KwaZulu-Natal from the 28-29 August 2014 and the McGregor Food and Wine Festival in the Western Cape on the 30th August 2014.

The third phase of the study conducted in 2015/16 focused on developing, piloting and finalising the framework for implementation which includes providing capacity building to NDT and provincial officials in utilising the framework as well as the development of training manuals for implementation as well as for workshop facilitation.

2. METHODOLOGY

2.1 Survey instruments

The approach to conducting the five event evaluations and an overview of the sampling framework is presented next. In order to conduct the respective event evaluations, two survey instruments, targeted at the two main event stakeholders (viz. attendees and the event organiser), were developed and used. Each survey instrument was adapted in relation to the specifics of the event, for example, changing the number of days of the event, specifying the local economic area and the sponsors associated with the event etc.

2.2 Pilot Study

A pilot study was conducted to test the survey instruments. A comprehensive pilot study was undertaken including developing templates for the data inputting using the Statistical Package for the Social Sciences (SPSS), generating the tables, undertaking the economic impact analysis and finalising the process report in order to refine the instruments. The attendees and event organisers surveys were piloted at the World Congress for Psychotherapy in KwaZulu-Natal from the 28-29 August 2014 and the McGregor Food and Wine Festival in the Western Cape on the 30th August 2014, as mentioned previously.

2.3 Sampling Framework

A sampling framework was developed for every event and instrument. The number of attendees per event were obtained from the event organiser for both ticketed and non-ticketed events. It is also important to note that the training manual further provides an approach to estimate volume counts to establish attendance figures at non-ticketed events. A summary of the sampling approach for the attendees and event organiser surveys is presented next.

2.3.1 Sampling for attendees

In general, face-to-face interviews were conducted at specific location/s and or venue/s determined by the research team during the duration of the event. In most cases data collection was concentrated at the main event venues and where the largest number of attendees were expected. Additionally, most interviews were conducted during the latter days of multi-day events to permit attendees to experience the event. A spatially based, systematic purposive sampling approach was used. The attendee sample size was determined by the expected number of attendees provided by the event organiser pre-event. Fieldworkers were placed at specific locations in the designated areas/ venues at specific times. Only one member per group was surveyed. Fieldworkers were made aware of ethical considerations in relation to interviewing respondents that is, only surveying adults older than 18 years, confidentiality, etc.

2.3.2 Sampling for event organiser

The event organiser questionnaire was emailed to the event organiser directly and requested to be completed by a certain deadline. When this deadline was not met, CPUT followed up with phone calls and emails until the completed questionnaire was received. Only the event organiser for the TCH did not complete the survey despite various follow-ups and intervention. The targeted sample numbers as well as the actual sample attained is presented below.

Table 2.3.1: Targeted sample vs. actual sample

	WPC (n=91)		VDF (n=310)		MCQP (n=300)		TCH (n=200)		LMF (n=300)	
	T	A	T	A	T	A	T	A	T	A
Attendees	100	91	300	310	300	300	200	200	300	300
Organiser	1	1	1	1	1	1	1	-	1	1

Note: T: targeted sample; A: actual sample

2.4 Data inputting, table generation and analysis

Once all the data was collected it was captured into SPSS, tables were generated and analysed. An economic impact analysis was conducted by a specialised economist, taking into account the economic contributions made by the two main event stakeholders. An individual report for each event was compiled and details the profile of the event attendees and the respective event organisers as well as an economic impact assessment of the event on its locality. This overall report provides a comparative analysis of the five event evaluations conducted to inform the framework.

3. OVERVIEW OF THE EVENTS

A summary of the different events evaluated is presented next to provide context to the five events evaluated in the different Provinces.

3.1 World Cities and Ports Congress

The 14th World Conference of the International Association of Cities and Ports (AIVP) (commonly referred to as the WPC) was held in Durban from the 03 – 06 November 2014 and was hosted in partnership with the eThekwini Municipality. AIVP brings together all the development stakeholders in port cities and focuses on the implementation of new strategies that allow port cities to more effectively face the changes that impact economic, social and environmental development in their cities (AIVP, 2014). This is organised every two years and is intended for port and urban decision-makers (elected representatives and technical experts), researchers and academics, as well as economical and institutional partners of the port areas' development. These conferences have four main objectives to develop some practices and know-how and to showcase port's projects, to exchange experiences between decision-makers and other economic actors for the ports' development, to increase institutional and public authorities' awareness of the main assets of the port area and finally, to reinforce transversal exchanges between the various decision-makers in order to initiate consultation and new working methods (AIVP, 2014). The 2014 Conference agenda delivered a programme designed to promote trade development, examine supply chain management systems and discuss port efficiency, with a number of new panel discussions covering breakbulk, project cargo and heavy lift, waterborne tourism and marina development, as well as the introduction of a special Africa Focus. The special Africa Focus was added to the programme to provide delegates with insight into the continent's ports and harbours and the long-term growth plans.

3.2 Vredefort Dome Festival

The VDF was hosted in Parys (in the Free State) from 31 October – 02 November 2014. The Festival also referred to as the Dome Adventure Festival is a three day long event, starting Friday and Saturday with various activities and entertainment at the Afridome Festival Grounds and ending Sunday after the Dragon Boat Races at the Parys Golf and Country Club. The VDF is a celebration of sport and adventure, attracting adventure and sport enthusiast to take pleasure in various activities such as golfing, river rafting, fly fishing, quad biking, kayaking and dragon boat races. The Festival offers various outdoor activities, a large variety of stalls selling food, drink, art and craft, live music, entertainment and activities for children. The programme included items such as archery fun shoot, karate, box carts, trail running, kayak rodeo, dirt bike mountain biking, wall climbing, hiking and biking, skydiving and golfing. In addition camel rides were provided. Local acts that entertained visitors, included artists such as a Karlien van Jaarsveld, Elizma Theron, Bok van Blerk, Juanita Du Plessis and Arno Jordaan, among others.

3.3 Mother City Queer Project

The MCQP is an annual event on the Cape Town gay calendar. It started in 1994 and has evolved into the country's largest themed dress up party providing gays and lesbians an opportunity to express their pride. Party-goers old and young, local and international as well as gay and straight are able to unleash their creativity. Each year the venue moves to a space that complements the party theme. For 2014, the Cape Town City Hall and Grand Parade was selected as a venue to accommodate its regal Royal Navy theme. For its 21st birthday in 2014, the party included seven dance floors with performers such as ZeeQ, Manifesto, Dean Fuel, Groovy Q, Bridgette Kingsley, VJ Karl and more. Over the years the event embraced themes such as "The locker room", "Farm fresh", "Kitsch kitchen", "It's a circus" and "Lights, camera, action" and the venues have ranged from the Ratanga Junction theme park to the Castle of Good Hope.

3.4 TriRock Cradle of Humankind Triathlon

The TCH was hosted in the Mogale City Local Municipality in the Gauteng province on Sunday, 15 February 2015. This inaugural event was hosted at Hero Adventure @ Heia Safari adjacent to the Cradle of Humankind. The triathlon consists of a 1.9 km swim in Lake Heritage, the largest hand-made dam in Africa, 90 km cycle and 21.1 km run. This three-day event started on Friday 13 February with the TriRock Cradle of Humankind Lifestyle Expo which also served as the registration point for athletes. Building up to the main event on Sunday, two other short-distance triathlons also take place on Saturday 14 February which was the Cradlerock (500m swim, 20km cycle and 5km run) for athletes 16 years and above as well as Kidzrock for children aged 6-15 years.

3.5 Limpopo Marula Festival

The LMF was hosted at the Impala Park Stadium in Phalaborwa, Limpopo during February 2015. Interviews were conducted during the three final days of the event, spanning 26-28 February 2015. The LMF began in 2005 and has been hosted annually since. The Festival celebrates the ripening of the Marula fruit, which takes place from December to March each year. The great annual harvest begins in February/ March and coincides with planting season; hence the timing of the Marula Festival. Marula is known by the locals as the 'food of kings and ancestors' and to celebrate the Feast of the Fruits a custom is practiced whereby fresh juice is poured over the tombs of their dead chiefs and family. This custom is observed annually and is a highly regarded one by the local population. The Festival provides an opportunity for this important tradition to be celebrated through culture and dance. During the eight days of the festival hundreds of visitors make their way to Phalaborwa, the permanent home of the LMF, to join in the festivities. A programme is prepared for each day of the Festival, with the two concerts on each weekend marking the highlight thereof.

4. ATTENDEE RESULTS

The event with the largest proportion of overnight visitors was the WPC (62.6%) while the rest of the events had lower proportions (less than 30%) with the lowest recorded for the TCH (12.5%) (Table 4.1). This trend is understandable given that the WPC was an international conference with high delegate attendance while the rest of the events were mainly locally-based cultural or sporting events. The MCQP had the highest proportion of local residents (78.7%) with TCH having the lowest proportion (28.5%). In terms of day visitors, TCH had the highest proportion (59%) while WPC had the lowest proportion (4.4%). This question was answered by all respondents.

Table 4.1: If an overnight visitor, day-visitor or local resident (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Overnight visitor/ tourist	62.6	20.6	15.0	12.5	27.7
Local resident	33.0	59.0	78.7	28.5	57.7
Day visitor	4.4	20.3	6.3	59.0	14.7

Related to the results presented in Table 4.1, the WPC had the highest proportion of foreigners (47.3%) with the rest of the events attracting very few foreigners (ranging from 6.5% at MCQP to 0.9% at VDF) (Table 4.2). In relation to South African visitors, TCH had the highest proportion (70%) with the lowest percentage at the MCQP (14.7%). The event with the highest proportion of locals was the MCQP (78.7%) and the lowest was at TCH (28.5%). This question was answered by all respondents.

Table 4.2: Place of residence of respondents (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Locals	33.0	59.0	78.7	28.5	57.7
Foreigners/ Outside South Africa	47.3	0.9	6.5	1.5	0.3
South Africans	19.8	39.9	14.7	70.0	41.6

Respondents were part of a range of immediate group types across the five events. For the VDF (82.2%), MCQP (90.7%), TCH (84%) and LMF (70.6%), most were accompanied by friends, family or friends and family (Table 4.3). This indicates that for the majority, activities associated with these events are deemed to be opportunities to socialise. At the WPC, the majority of the respondents (63.7%) stated that their immediate group comprised of business associates or that they were alone (29.7%). Only two respondents at the WPC did not answer this question. In addition to the question on the main composition of the group, at the MCQP respondents were asked how many people in their team (dressed up together) at the 2014 event. The number of people in a team who were dressed up together ranged from 2 to 50. The majority of the respondents (42.7%) were in a team of between 2 to 4 people with an average of 3.82.

Table 4.3: Main composition of immediate group travelling (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
No response	2.2	-	-	0.5	-
N/A or Alone	29.7	9.4	6.3	14.5	14.3
Friends	1.1	27.1	67.0	32.0	34.3
Family	2.2	43.2	8.0	37.5	28.3
Friends and family	-	11.9	15.7	14.5	8.0
Business associates	63.7	7.1	3.0	1.0	12.0
School group	-	1.0	-	-	0.3
Tour group	1.1	0.3	-	-	2.7
Sport Club	-	-	-	0.5	-

The average group size for all events was around 3 with the highest average group size being 3.8 for LMF and the lowest being 3.5 for TCH (Table 4.4). There were, however, substantially larger ranges in group sizes among the events with the highest ranged being for MCQP (1-50) and the lowest being for the VDF (1-6). It is evident that group size was problematic for the economic impacts analysis and hence a change to the questionnaire is recommended where only the spend of the person being interviewed will be taken into account. The average and range of persons in immediate group travelling could be calculated for all events as per Table 4.4. At the TCH, respondents were asked whether they were spectators or participants. Almost equal proportions were spectators (48.5%) and participants (51.5%). If respondent was a spectator, he or she was asked whether he/ she was accompanying a participant. The majority (34%) indicated in the affirmative while 15.5% stated no. Two percent did not provide a response.

Table 4.4: Average number of persons in immediate group travelling (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Average group size	3.0	3.15	3.1	3.5	3.8
Range of group size	1-20	1-6	1-50	1-40	1-45

At the WPC, visitors were also asked whether they were travelling alone or with an accompanying person(s) spending money together. More than half of the respondents (58.2%) were travelling alone while 41.8% indicated that person/s were accompanying them. The average number of persons accompanying the respondents was 1.61 and ranged from none to 20. Only a few respondents (4.4%) stated that person/s were accompanying them who did not attend the event. The average number of persons was 2 and ranged from 1 to 3.

The duration/ number of days of the event ranged from 1 for the MCQP to 4 for the WPC (Table 4.5). The questions regarding the number of days respondents attended or planned to attend the event was

unfortunately omitted from the survey for the TCH and LMF events which is the reason why the average number of days and range could not be calculated. Among the rest of the events, the average was 1.69 for the VDF and 3 for the WPC. MCQP was a one-day event hence this question was not included in the survey. The ranges were 1-4 for the WPC and VDF events and range was not applicable for the MCQP. For the multiple day events this question permits the average number of days and range to be calculated.

Table 4.5: Event attendance

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Duration/ number of days of event	4	3	1	3	3
Average number of days attended or planned to attend	3	1.69	NA	Question omitted from survey	Question omitted from survey
Range of number of days attended or planned to attend	1-4	1-4	NA	Question omitted from survey	Question omitted from survey

In terms of previous and future attendance, Table 4.6 indicates that with the exception of TCH which was the first time the event was held, the rest were recurring events. Most of the respondents at the LMF (91%), VDF (69.7%) and MCQP (57.3%) had attended the event previously indicating that these are established events that attract regular followers. Only 15.3% of the respondents at the WPC stated that they had attended the event previously. The average number of days persons attended the events ranged from 3.16 for the WPC to 4.41 for the LMF. In terms of the range, the highest was for MCQP (1-18) and the lowest for LMF (1-9). More than 90% of the respondents for all the events states that they were willing to attend the event in the future which is an indication of satisfaction with the event. The questions were adequately answered and permitted averages and ranges to be calculated.

Table 4.6: Previous and future attendance

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Attended previously (in %)	15.4	69.7	57.3	1st time event held	91.0
Average number of events previously attended	3.16	3.61	3.17	1st time event held	4.41
Range of number of events previously attended	1-12	1-10	1-18	1st time event held	1-9
Willing to attend event in the future (in %)	94.5	97.1	96.3	93.0	96.3

Corresponding to the number of visitors presented earlier, the event with the highest proportion of respondents who stayed or planned to stay in the location where the event is held was the WPC (62.6%) with the lowest proportion being at the TCH (12%) (Table 4.7). It is interesting to note that the highest average number of nights and range was calculated for the one-day event, MCQP (15.49 average and 1-150 for the range). The average for the rest of the events was less than 4 with the highest being for the WPC (3.91) and lowest for the TCH (1.83). For these events the highest range was for the WPC (1-19) and the lowest was for the TCH (1-5). Very few respondents stayed or planned to stay outside the location where the event is held: 25.2% for the WPC, 2.5% for MCQP, 1.0% for LMF, 0.5% for TCH and 0.3% for VDF. For the WCP, the average number of nights respondents stayed or planned to stay outside location where event is held was 3 and the range was 1-12.

Table 4.7: Travel and accommodation

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Percentage who stayed or planned to stay in location where event is held	62.6	21.0	17.4	12.0	27.5
Average number of nights stayed or planned to stay in location where event is held	3.91	2.18	15.49	1.83	3.61
Range of number of nights stayed or planned to stay in location where event is held	1-19	1-9	1-150	1-5	1-12
Percentage who stayed or planned to stay outside location where event is held	24.2	0.3	2.5	0.5	1.9
Average number of nights stayed or planned to stay outside location where event is held	3	Only one response	5.38	Only one response	5
Range of number of nights stayed or planned to stay outside location where event is held	1-12	4	1-10	2	2-8

In terms of the two ticketed events (VDF and MCQP), almost all the respondents personally acquired tickets (98.6% for the VDF and 93.9% for the MCQP) (Table 4.8). The average number of tickets personally acquired was 2.73 for the VDF and 1.8 for the MCQP with the range being 1-12 and 1-45, respectively. There seemed to be some confusion regarding which events were ticketed and which were not. For example, Table 4.9 shows that average spend for tickets were calculated for all events (assuming that this was conference registration fees for the WPC and entrance fees for the TCH event). It is imperative that this is confirmed with the event organisers prior to the research being undertaken so that the research team can establish whether this question should be included or not.

Table 4.8: Acquisition of tickets for the event (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Percentage who personally acquired tickets	NA	98.6	93.9	NA	NA
Average number of tickets personally acquired	NA	2.73	1.8	NA	NA
Range of number of tickets personally acquired	NA	1-12	1-45	NA	NA

Most of the respondents spent on tickets/ registration fees with the highest proportion that did not spend at the LMF (42.7%) and the lowest proportion at the WPC (5.5%) (Table 4.9). The average spend for tickets/ registration fees was highest for the WPC (R9 152.17 with a range of R1 000 – R69 000) and lowest for the LMF (R248.46 with a range of R1-R21 000). The ranges suggest that the spend provided by some of the respondents were for a group rather than an individual. Very few respondents did not spend on food/ beverages (ranged from 4.7% for MCQP to 19% for TCH). The average spend for food/ beverages was highest for the WPC (R2 285.98 with a range of R100 – R23 184) and lowest for the TCH (R374.54 with a range of R17-R2 000). A substantial proportion of respondents did not spend on event-related articles (ranged from 41.8% for WPC to 74% for MCQP). The average spend for event-related articles was highest for the WPC (R901.74 with a range of R100 – R6 900) and lowest for the MCQP (R39.47 with a range of R20-R1 500). A substantial proportion of respondents did not spend on shopping (ranged from 30% for WPC to 71.7% for MCQP). The average spend for shopping was highest for the WPC (R2 062.78 with a range of R100-R10 000) and lowest for the TCH (R9.74 with a range of R100-R1 000). A few respondents did not spend on transportation (ranged from 5.5% for WPC to 34% for MCQP). The average spend for transportation was highest for the WPC (R4 418.25 with a range of R80-R35 000) and lowest for the TCH (R278.16 with a range of R20-R3 000). The proportion of respondents who did not spend on accommodation varied considerably, ranging from 24.2% for WPC to 83.5% for TCH). The average spend for accommodation was highest for the WPC (R8 790.22 with a range of R500-R55 200) and lowest for the TCH (R61.39 with a range of R300-R3 000). A substantial proportion of respondents did not spend on other expenditures (ranged from 30.8% for WPC to 72% for LMF). The average spend for other expenditures was highest for the WPC (R1 865 with a range of R150-R10 000) and lowest for the TCH (R20 and ranged from none to R20). Only a few respondents did not indicate overall spend (ranged from 1.3% for LMF to 2.7% for MCQP). The average overall spend was highest for the WPC (R16 050.46 with a range of R80-R100 000) and lowest for the VDF (R1 813.13 with a range of R70-R20 000).

Data on the average number of persons' expenditures were not collected for WPC based on the pilot suggestions. For the rest of the events, the average number of persons the expenditures were for were highest for the LMF (3.79) and lowest for the MCQP (1.52). The range was highest for the LMF (1-45) and lowest for the MCQP (1-7).

The spend patterns for the five events indicate substantial differences across the different categories of spend and types of events. This suggests that the economic impacts of the events differed considerably. While data was collected to permit the calculation of averages and ranges, as indicated earlier, more caution needs to be exercised to ensure that more accurate figures are recorded since the large ranges skew the data and could impact on the economic analysis.

Table 4.9: Average spend and range in Rands at event in specific categories (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Average for tickets	R9 152.17	R972.15	R476.48	R1725.45	R248.46
Range for tickets	R1 000-R69 000	R20-R1 600	R200-R3 800	R120-R4 000	R1-R21 000
Did not spend on tickets (in %)	5.5	8.7	21.0	26.5	42.7
Average for food/ beverages	R2 285.98	R470.91	R601.08	R374.54	R545.01
Range for food/ beverages	R100-R23 184	R20-R3 500	R40-R5 000	R17-R2 000	R16-R10 000
Did not spend on food/ beverages (in %)	17.6	6.1	4.7	19.0	4.0
Average for event-related articles	R901.74	R276.91	R39.47	R532.5	R91.32
Range for event-related articles	R100-R6 900	R20-R1 000	R20-R1 500	R100-R2 000	R20-R2 000
Did not spend on event-related articles (in %)	41.8	51.9	74.0	51.5	62.7
Average for shopping	R2 062.78	R428.88	R195.96	R336.67	R195.96
Range for shopping	R100-R10 000	R30-R3 000	R40-R10 000	R100-R1 000	R20-R10 000
Did not spend on shopping (in %)	30.0	39.4	71.7	61.0	58.3
Average for transportation	R4 418.25	R418.34	R874.22	R278.16	R493.93
Range for transportation	R80-R35 000	R20-R8 000	R10-R50 000	R20-R3 000	R24-R18 000
Did not spend on transport (in %)	5.5	31.3	34.0	26.0	12.3
Average for accommodation	R8 790.22	R1 684.57	R601.89	R1118.18	R1 077.80

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Range for accommodation	R500-R55 200	R100-R5 000	R50-R55 000	R300-R3 000	R20-R32 000
Did not spend on accommodation (in %)	24.2	76.1	72.7	83.5	69.7
Average for other expenditures	R1 865.00	R275.47	R259.03	R20.00	R66.50
Range for other expenditures	R150-R10 000	R30-R1 500	R30-R10 000	R0-R20	R20-R8 000
Did not spend on expenditures (in %)	30.8	44.2	67.3	56.5	72.0
Average for overall spend	R16 050.46	R1 813.13	R3 358.01	R2649.31	R2 919.49
Range for overall spend	R80-R100 000	R70-R20 000	R30-R100 000	R17-R30 000	R74-R40 000
No response for overall spend/ no spend (in %)	2.2	1.6	2.7	1.5	1.3
Average number of persons expenditures were for	NA	3.2	1.52	2.47	3.79
Range of number of persons expenditures were for	NA	1-12	1-7	1-20	1-45

Among the respondents who were visitors, most stated that the respective event was important or very important in their decisions to travel (Table 4.10). The number of no or not applicable responses did not seem to correspond to the number of local residents which suggests that some local residents were answering this question for some of the events. Fieldworkers need to be trained to note that this question should only be answered by visitors.

Table 4.10: Importance of event in decision to travel (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
No response/ not applicable	31.9	84.5	79.0	28.0	61.7
Very unimportant	6.6	1.0	2.7	0.5	0.7
Unimportant	-	-	2.0	1.5	-
Neutral	4.4	2.5	4.0	11.0	1.0
Important	12.1	7.5	5.7	44.0	14.7

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Very important	45.1	4.5	6.7	15.0	22.0

Among the few respondents who stated that the event was unimportant, very unimportant or neutral in their decision to travel, the main/ primary reasons were business, holiday or visiting friends and families (Table 4.11). Again, there seems to be some respondents who indicated important or very important who responded to this question. This should be addressed during the training of the fieldworkers.

Table 4.11: Main/ primary reason for visiting area in which event is held if not event (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Holiday	1.1	-	4.3	0.5	-
Business	5.5	-	0.3	1.0	1.3
Visiting friends and relatives (VFR)	-	2.5	3.3	1.0	0.3
Shopping	-	1.0	-	-	-
Health/ medical	-	-	-	-	-
Tourism expert	-	-	-	-	-
No response/ not applicable	93.4	96.5	91.7	87.5	98.3
Other	-	-	0.3	10.0	-

In terms of accommodation patterns, in general very few respondents stayed in paid accommodation for the VDF, MCQP, TCH and LMF (Table 4.12). This is unsurprising given that the highest proportion of respondents was for the WPC. Among the WCP attendees, most stayed at 4-5 star establishments near event (57.2% with an average of 3.9 nights) and 4-5 star establishments in South Africa outside event area (22% with an average of 2.6 nights). Very few respondents stayed in 1-3 star establishments, guesthouses and B&Bs, self-catering apartments, car/ camping, private room/ flat/ house rental and private accommodation. It needs to be reiterated during the training that this question is only for overnight visitors.

Table 4.12: Accommodation patterns (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Percentage stayed in 4-5 star near event	57.2	NR	2.8	1.5	4.3
Average number of days	3.90	NR	11.67	1.67	4.46
Percentage stayed in 4-5 star in South Africa outside event area	22	NR	0.3	0.5	0.6

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Average number of days	2.60	NR	Only one response	Only one response	4.50
Percentage stayed in 1-3 star near event	3.3	1.0	2.0	3.0	8.9
Average number of days	4.33	2.00	4.67	2.17	3.00
Percentage stayed in 1-3 star in South Africa outside event area	1.1	NR	0.6	NR	0.3
Average number of days	Only one response	NR	6.5	NR	Only one response
Percentage stayed in guesthouse and B&B near event	1.1	32.0	2.9	5.5	10.0
Average number of days	Only one response	2.13	20.67	1.45	3.4
Percentage stayed in guesthouse and B&B in South Africa outside event area	2.2	NR	0.6	NR	0.6
Average number of days	4.50	NR	6.00	NR	5.50
Percentage stayed in self-catering apartment near event	NR	2.6	2.5	1.0	0.3
Average number of days	NR	1.75	17.25	3.00	Only one response
Percentage stayed in self-catering apartment in South Africa outside event area	NR	0.3	NR	NR	NR
Average number of days	NR	Only one response	NR	NR	NR
Percentage stayed in car/ camping near event	NR	1.3	NR	NR	0.3
Average number of days	NR	2.5	NR	NR	Only one response
Percentage stayed in car/ camping in South Africa outside event area	NR	NR	NR	NR	NR
Average number of days	NR	NR	NR	NR	NR

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Percentage stayed in private room/flat/house rental near event	NR	1.2	0.3	NR	0.9
Average number of days	NR	1.5	Only one response	NR	9
Percentage stayed in private room/flat/house rental in South Africa outside event area	NR	NR	NR	NR	NR
Average number of days	NR	NR	NR	NR	NR
Percentage stayed in private accommodation near event	1.1	4.5	7.4	1.0	2.6
Average number of days	Only one response	1.93	16.5	2.00	4.5
Percentage stayed in private accommodation in South Africa outside event area	NR	NR	0.6	NR	0.3
Average number of days	NR	NR	5.5	NR	Only one response

Table 4.13 indicates that for all events the level of interest in the event was rated as high or very high with the highest proportions indicating combined responses for the WPC (92.4%) and the lowest for the TCH (75.5%). Only one respondent at the WPC did not answer this question.

Table 4:13: Level of interest in event (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
No response	1.1	-	-	-	-
Very high	48.4	32.6	45.0	17.5	41.3
High	44.0	43.5	40.7	58.0	45.0
Average	6.6	21.6	13.7	22.0	11.7
Low	-	1.6	0.7	2.0	1.3
No interest	-	0.7	-	0.5	0.7
No response	1.1	-	-	-	-

The attendees identified a range of factors that influenced them to attend the event (Table 4.14). For the WPC, the main factored was work-related/ professional colleagues (81.4%) followed by the Internet

(24.4%). For the rest of the events the main factors were friends or relatives who have attended the event or are residents, social media platforms, the Internet and previous visits. It is important to note that for the LMF, the main factor was the radio (65.6%). This question was answered by all respondents.

Table 4.14: Influencing factors to attend the event (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Previous visits	2.3	21.2	9.7	10.5	2.2
Work related/ professional colleagues	81.4	7.4	4.2	3.9	10.9
Friends or relatives who have attended the event or are residents	3.5	27.3	37.4	20.6	3.8
Television	-	1.7	0.2	1.8	0.6
Radio	-	5.0	6.6	1.8	65.6
Magazine	-	2.6	1.3	2.2	-
Newspaper	2.3	9.0	1.1	4.8	5.6
Internet	24.4	12.7	14.6	27.6	7.2
Social media platforms	3.5	12.7	23.2	26.8	3.8
Travel guide	1.2	0.4	1.5	-	0.3

Table 4.15 indicates that the main sponsors differed from event to event which corresponds with who the sponsors for the respective events were. WPC did not have any sponsors. The main sponsors for the VDF were the SAB, ABI and FM Hitmobile 94.97 Radio with 30.9% of the respondents not identifying a sponsor. The main sponsors for the MCQP were Red Bull, Triarc Gay Insurance and Crew Bar with 15.9% of the respondents not identifying a sponsor. Only one sponsor (Old Mutual) was identified for the TCH with 53.5% of the respondents not identifying a sponsor. The main sponsors for the LMF were the LEDET and Limpopo Department of Sports, Art and Culture with 24.3% of the respondents not identifying a sponsor.

Table 4.15: Main sponsors identified per event sponsors and percentage of don't know responses (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Don't know	No sponsors	30.9	15.9	53.5	24.3
South African Breweries (SAB)	-	28.9	-	-	-
Amalgamated Beverage Industries (ABI)	-	10.6	-	-	-

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
FM Hitmobile 94.97 Radio	-	10.6	-	-	-
Gazette	-	7.5	-	-	-
O's Restaurant	-	6.3	-	-	-
Koepel Abitoir	-	5.3	-	-	-
Red Bull	-	-	28.6	-	-
Triarc Gay Insurance	-	-	19.6	-	-
Crew Bar	-	-	11.8	-	-
Manhunt.Net	-	-	9.7	-	-
City of Cape Town	-	-	8.3	-	-
Mango Airlines	-	-	6.0	-	-
Old Mutual	-	-	-	32.5	-
LEDET	-	-	-	-	52.3
Limpopo Department of Sports, Art and Culture	-	-	-	-	16.7
SABC	-	-	-	-	3.7
DAC	-	-	-	-	2.0
National Lottery Board	-	-	-	-	2.0

Respondents were asked to rate their level of agreement with specific statements pertaining to the event (Table 4.16). Over 90% of the respondents at events agreed or strongly agreed with the statement 'The event is well organised' with the exception of TCH (76% agreed or strongly agreed with the statement). In relation to whether tickets or registration fees were reasonably priced, the proportion of respondents who agreed or strongly agreed ranged from 58% for TCH to 93.3% for LMF. In relation to the statement 'Excellent programme/ activities', the proportion of respondents who agreed or strongly agreed ranged from 72% for TCH to 94.5% for WPC. In relation to the statement 'Parking is adequate', the proportion of respondents who agreed or strongly agreed ranged from 45.1% for WPC to 92.2% for VDF. In relation to the statement 'Sufficient facilities and amenities at this event', the proportion of respondents who agreed or strongly agreed ranged from 58% for TCH to 93.5% for WPC. In relation to the statement 'Good refreshment areas/ food', the proportion of respondents who agreed or strongly agreed ranged from 69% for TCH to 92.3% for WPC. In relation to the statement 'Good PA/ sound system', the proportion of respondents who agreed or strongly agreed ranged from 68% for TCH to 93.4% for WCP. In relation to the statement 'Information about this event was easily accessible', the

proportion of respondents who agreed or strongly agreed ranged from 71% for TCH to 93.5% for WCP. In relation to the statement 'Signage to and at the event was clear', the proportion of respondents who agreed or strongly agreed ranged from 59.3% for MCQP to 88.1% for VDF. In relation to the statement 'Marketing material for the event was good', the proportion of respondents who agreed or strongly agreed ranged from 66% for TCH to 85.7% for WCP. In relation to the statement 'This is a green event that encouraged responsible environmental practices', the proportion of respondents who agreed or strongly agreed ranged from 42% for MCQP to 86.4% for LMF.

While there was general satisfaction with most aspects of the event, there are differences between the events. However, the highest satisfaction is for the WCP while lower levels of satisfaction were expressed for the TCH. This question was answered by all the respondents.

Table 4.16: Percentage agreed or strongly agreed with specific aspects/ statements relating to the event (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
The event is well organised	94.6	92.2	93.0	76.0	90.0
If ticketed event, the tickets were reasonably priced	60.5	80.5	71.7	58.0	93.3
Excellent programme/ activities	94.5	86.4	79.0	72.0	87.7
Parking is adequate	45.1	92.2	50.7	84.0	70.6
Sufficient facilities and amenities at this event (e.g. toilets)	93.5	86.8	73.0	58.0	84.6
Good refreshment areas/ food	92.3	89.0	88.0	69.0	90.0
Good PA/ sound system	93.4	91.3	92.4	68.0	92.6
Information about this event was easily accessible	93.5	85.5	88.3	71.0	92.0
Signage to and at the event was clear	85.7	88.1	59.3	64.0	86.3
Marketing material for the event was good	85.7	80.7	77.6	66.0	83.4
This is a green event that encouraged responsible environmental practices	69.3	68.3	42.0	71.0	86.4

At the MCQP, respondents were also asked what has been their best recent venue for the MCQP. This was an additional question that was included as requested by the event organiser. Respondents agreed that the best venue for MCQP has thus far been the Cape Town Stadium (19.7%) and the City Hall (14.3%). More than half of the respondents (55.3%) were unable to respond to this request as it was their first time attending MCQP and had no knowledge of previous venues.

The general satisfaction of various aspects of the event was also reflected in most respondents providing an overall rating of their experience at the event as excellent or good: 89% for the MCQP,

86.6% for LMF, 86.5% for the VDF, 83.6% for the WPC and 70.5% for the TCH. Only a few attendees (at the WPC, VDF and MCQP) did not respond to this question.

Table 4.17: Overall rating of experience at the event (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Excellent	40.7	36.8	45.7	7.5	32.3
Good	42.9	49.7	43.3	63.0	54.3
Fair	8.8	8.7	6.7	24.0	10.0
Satisfactory	1.1	3.5	3.3	3.0	2.0
Poor	1.1	0.3	0.7	2.5	1.3
No response	5.5	1.0	0.3	-	-

Attendees were also asked to rate aspects/ statements pertaining to specific impacts of the event (table 4.18). Most respondents agreed or strongly agreed with the statement 'I am aware of tourism facilities in the area due to attending the event' (ranging from 62% for VDF to 95.6% for LMF). Most respondents agreed or strongly agreed with the statement 'SA culture/ sport/ business is profiled by hosting these types of events' (ranging from 64.7% for MCQP to 94.3% for LMF). Most respondents agreed or strongly agreed with the statement 'This event will be a major boost for national/ community pride' (ranging from 70.3% for WCP to 96% for LMF). Most respondents agreed or strongly agreed with the statement 'This event leads to increased spending in the local area and increases economic benefits for local businesses' (ranging from 83% for TCH to 94% for LMF). Most respondents agreed or strongly agreed with the statement 'This event contributes to the promotion of the area as a tourism destination' (ranging from 87.5% for TCH to 97% for LMF). Most respondents agreed or strongly agreed with the statement 'This event creates opportunities for environmental education and awareness' (ranging from 48% for MCQP to 97% for LMF).

Additionally, local residents were asked to respond to specific statements. Most local respondents agreed or strongly agreed with the statement '*Entertainment opportunities related to the event will be provided for local residents*' (ranging from 20% for TCH to 86.8% for VDF). Most local respondents agreed or strongly agreed with the statement '*Training opportunities have been provided to locals because of this event (e.g. volunteerism, training and skills development etc.)*' (ranging from 13% for TCH to 73.8% for VDF). Most local respondents agreed or strongly agreed with the statement '*This event causes disruptions to local residents e.g. traffic congestion, excessive noise etc.*' (ranging from 3.3% for WCP to 47.5% for VDF). Most local respondents agreed or strongly agreed with the statement '*The hosting of this event ensures employment opportunities to local community members*' (ranging from 22.5% for TCH to 84.6% for VDF). Most local respondents agreed or strongly agreed with the statement '*This event leads to the establishment of facilities that can be used by local communities in the long-term*' (ranging from 48% for MCQP to 95% for LMF). At the MCQP, most respondents agreed or strongly agreed with the statement 'Events like MCQP help toward tolerance, diversity and unification of sexualities' (93.6%). This was an additional statement requested by the event organiser. Most respondents provided a rating for the statements.

Table 4.18: Percentage agreed to strongly agreed with specific aspects/ statements relating to the impact of the event (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Hosting					
I am aware of tourism facilities in the area due to attending the event	80.2	82.2	62.0	75.5	95.6
Social impact					
SA culture/ sport/ business is profiled by hosting these types of events	84.6	86.5	64.7	85.0	94.3
This event will be a major boost for national/ community pride	70.3	92.9	89.3	84.0	96.0
Events like MCQP help toward tolerance, diversity and unification of sexualities	Question only for MCQP	Question only for MCQP	93.6	Question only for MCQP	Question only for MCQP
Entertainment opportunities related to the event will be provided for local residents	22.0	86.8	68.3	20.0	51.1
Training opportunities have been provided to locals because of this event (e.g. volunteerism, training and skills development etc.)	18.7	73.8	47.0	13.0	52.0
This event causes disruptions to local residents e.g. traffic congestion, excessive noise etc.	3.3	47.5	24.3	14.5	43.3
Economic impacts					
This event leads to increased spending in the local area and increases economic benefits for local businesses	91.2	91.3	89.0	83.0	94.0
This event contributes to the promotion of the area as a tourism destination	90.1	92.9	92.0	87.5	97.0
The hosting of this event ensures employment opportunities to local community members	27.5	84.6	69.6	22.5	55.7
This event leads to the establishment of facilities that can be used by local communities in the long-term	22.0	78.2	58.0	21.0	53.7

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Hosting					
Environmental impacts					
This event creates opportunities for environmental education and awareness	84.6	73.0	48.0	82.0	95.0

Table 4.19 illustrates the main activities participated in during their visit. The main activities for the WPC were business, shopping and cultural/ heritage activities. The main activities for the VDF were social (VFR), adventure, shopping, food and wine, nightlife and sport. The main activities for the MCQP were nightlife, beach, shopping, food and wine and social (VFR). The main activities for the TCH were sport, adventure and cultural/ heritage. The main activities for the LMF were cultural/ heritage, shopping, business, sport and adventure. The results indicate that in terms of activities there were both similarities and differences between the events. Some of the local residents responded to this question. This should be addressed in the training of the fieldworkers since the question is only applicable to visitors.

Table 4.19: Main activities participated in during the visit (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Shopping	17.9	15.9	13.4	4.1	15.6
Cultural/ heritage	10.5	1.2	5.4	6.8	32.7
Nightlife	3.7	11.8	18.3	0.7	3.4
Food and wine	8.0	12.2	12.4	4.8	6.8
Social (VFR)	7.4	19.1	10.8	4.1	1.4
Business	27.8	3.7	0.5	2.7	10.9
Sport	1.2	11.8	4.8	64.6	10.2
Adventure	3.7	17.1	6.5	7.5	10.2
Beach	7.4	-	16.7	0.7	-
Casinos	4.3	-	0.5	0.7	-
Theme parks	4.3	2.8	1.1	0.7	-
Visiting natural attractions/ wildlife	2.5	0.8	6.5	2.0	4.1
Trading	0.6	2.0	0.5	-	-
Other events	0.6	1.2	2.7	0.7	4.8
Medical/ health	-	0.4	-	-	-

The majority of the respondents at all events indicated that they would definitely advice friends, relatives or colleagues to attend the event (ranging from 64.5% for the TCH to 88.3% for MCQP) (Table 4.20). Only a few respondents stated definitely not (ranging from 0.3% for VDF to 1.5% for TCH). All respondents answered this question.

Table 4.20: If respondents would advise friends, relatives or colleagues to attend the event (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Yes, definitely	87.9	84.8	88.3	64.5	84.3
Possibly	11.0	14.8	11.0	34.0	14.3
No, definitely not	1.1	0.3	0.7	1.5	1.3

The main mode of transport used to get to the event across all the events were private vehicles (ranging from 38.5% for WPC to 91.5% for TCH. Other main modes for the WPC were walked, shuttle and taxi. Taxi was the second most important mode for the MCQP and LMF. Only a few respondents at the WPC and VDF events did not answer this question.

Table 4.21: Main mode of transport used to get to the events (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
No response	2.2	0.7	-	-	-
Private vehicle	38.5	83.5	50.3	91.5	73.3
Walked	18.7	6.1	12.3	1.0	0.7
Shuttle	14.3	-	2.3	0.5	-
Taxi	12.1	5.5	31.0	0.5	19.3
Rental car	8.8	1.9	1.3	4.5	2.0
Minibus taxi	1.1	0.6	0.3	0.5	3.0
Motorcoach/ bus	4.4	1.6	0.7	0.5	1.7
Train	-	-	1.3	-	-
Motorbike	-	-	0.3	0.5	-
Bicycle	-	-	-	0.5	-

Table 4.22 presents the socio-demographic profile of the respondents in relation to age, highest level of education attained, monthly net income, gender and historical racial category. The latter two aspects (gender and race) were noted by the fieldworkers. In terms of age, the average was 43.9 years for WPC (range being 10-70+ years), 34.9 years for VDF (range being 18-74 years), 33.5 years for LMF (range being 18-60 years), 31.4 years for MCQP (range being 18-70 years) and 39.32 years for TCH

(range being 18-70 years). Respondents who indicate over 70 years should be encouraged to specify their ages.

The educational levels attained among the respondents differed across the events. The majority at the WPC (82.4%) has postgraduate degrees. At VDF most respondents had completed secondary schooling (36.5%), certificates/ diplomas (26.7%) or postgraduate degrees (24.25), At MCQP most respondents had undergraduate degrees (34.3%), postgraduate degrees (29.3%) or certificates/ diplomas (24.3%). At TCH most respondents had postgraduate degrees (56.5%) or undergraduate degrees (23.5%). At the LMF most respondents had certificates/ diplomas (50.3%), postgraduate degrees (26.3%) or secondary schooling (15.3%). All respondents answered this question.

The average monthly income differed across the events (ranging from R5 785 for the TCH to R47 354.93 for the WPC). Almost all respondents provided income amounts except for many respondents, in certain instances, who indicated that there income was confidential (and were unwilling to reveal their income) and ranged from 12% at WPC to 45.5% at the LMF.

In terms of the gender of the respondents, for all events, more males (ranging from 51.6% for the VDF to 65.9% for the WPC) than females attended the event. All fieldworkers noted a gender for the respondents.

In terms of historical racial classification, only a few fieldworkers at the WCP did not respond or stated that they did not know. At the WPC, most respondents were African (56.3%) followed by White (18.8%) and Indian (16.7%). At the VDF, most respondents were White (73.8%) followed by African (18%). At the MCQP, most respondents were White (60.3%) followed by Coloured (24%). At the TCH, most respondents were White (90%). At the LMF, most respondents were African (91%).

Table 4.22: Socio-demographic profile of respondents (in %)

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
AGE					
Average age (in years)	43.9	34.9	31.4	39.32	33.5
Range of age (in years)	18-70+	18-74	18-70	18-70	18-60
HIGHEST LEVEL OF EDUCATION ATTAINED					
No formal education	-	1.3	-	2.0	1.3
Primary completed	1.1	1.3	0.3	-	1.7
Matric/ Secondary completed	1.1	36.5	11.7	6.0	15.3
Certificate/diploma	5.5	26.7	24.3	12.0	50.3

	WPC (n=91)	VDF (n=310)	MCQP (n=300)	TCH (n=200)	LMF (n=300)
Undergraduate degree	9.9	10.0	34.3	23.5	5.0
Postgraduate degree	82.4	24.2	29.3	56.5	26.3
MONTHLY NET INCOME					
Average monthly net income (in Rands)	R47 354.93	R15 586.30	R23 400.08	R32996.55	R12 679.57
Range of monthly income (in Rands)	R1-R80 000	R1-R70 000	R1-R50 000	R1-R150 000	R1-R50 000
GENDER					
Female	34.1	48.4	40.7	46.5	41.7
Male	65.9	51.6	59.3	53.5	58.3
HISTORICAL RACIAL CATEGORY					
African	56.3	18.0	5.0	3.5	91.0
White	18.8	73.8	60.3	90.0	6.3
Coloured	8.3	4.6	24.0	2.5	2.3
Indian	16.7	3.6	3.3	2.0	-
Other (Asian)	-	-	1.0	-	-
No response	-	-	6.3	1.5	0.3
Don't know	-	-	-	0.5	-

It is important to note that for the WPC Tourism KwaZulu-Natal requested destination branding questions to be added which included whether respondents were familiar with the provincial tourism slogan and logo.

5. EVENT ORGANISER FINDINGS

As mentioned previously, the EO for the Trirock event did not complete the EO survey, hence this section will report on the other four events evaluated.

The EOs for the four events included local and provincial government agencies, a Business Development Forum and private events company as per Table 5.1.

Table 5.1: Name of organisation

WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
eThekwini Municipality	Parys Development Forum	Siphilile Events CC	Limpopo Economic Development, Environment & Tourism (LEDET)

The number of years EOs were involved in organising events ranged from 10-12 years and they were involved in organising the specific events evaluated for the same number of years (Table 5.2). The number of persons employed on a permanent basis range from none to 5. It is noted that the Municipality found the questions, number of years in business (involved in organising events) and number of persons employed on a permanent basis not applicable. However, the Municipality employed a Personal Conference Organiser to organise the event, and perhaps this information should have rather been reflected here.

Table 5.2: Profile of business as an event organiser

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Number of years in business (involved in organising events)	NA (organised by a municipality)	12	10	10
Number of persons employed on a permanent basis	NA (organised by a municipality)	5	1-5	0
Number of years organising event	1	12	10	10

The budget for the events ranged from R600 000 to R6.5 million and all EOs were able to provide the breakdown of the budget as per Table 5.3. All the events except for the VDF had rather large event budgets. The WPC specific a category specific to conferences, viz. translation services and equipment.

Table 5.3: Budget for event in specific categories (in Rands)

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Overall spend	R2 million	R607 140.85	R2 765 158.34	R6.5 million
Capital expenditure (e.g. facilities, equipment, infrastructure, etc.)	R70 000	R343 079	-	R2 500 000
Venue hire	R630 000	R85 450	R273 500	R150 000

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Salaries and wages	R200 000	R52 170	R405 500	R200 000
Advertising and marketing (include media and broadcasting costs)	R350 000	R45 839	R627 100	R680 000
Travelling and accommodation	R650 000	-	R251 200	R250 000
Translation services and equipment	R400 000	-	-	-
All other costs	-	-	R1 207 858.34	R2 720 000

All EOs noted that their events were able to attract private sponsorship; which ranged from R100 000 for the VDF to more than R800 000 for the MCQP (Table 5.4). The event with the largest public sponsorship was the LMF which was R500 000. However, it is also important to note that eThekwini Municipality did not declare their funding of the WPC. Other than sponsorship, the largest income for these events were ticket sales and ranged from R290 000 for VDF to R2.8 million. The Municipality also did not indicate the income for delegate fees as this income goes to the WPC Association.

Table 5.4: Income derived in specific categories (in Rands)

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Private sponsorships received	R200 000	R100 000	R839 900	R740 000
Public sponsorships received	R65 000	-	R70 000	R500 000
Income from broadcasting/media rights	-	-	-	-
Income from ticket sales	-	R290 000	R2 765 158.34	R890 000
Income from participant/ delegate/ registration fees	-	-	-	-
Income from hospitality packages	-	R80 000	-	R68 000
Income from stallholders/exhibitor fees	R15 000	R95 095	-	R44 000
Merchandise	-	-	-	-
Other	-	-	-	-

All the EOs except for WPC indicated that they used service providers which ranged from 2-12. Once again, the Municipality did not stipulate this specifically as they made use of a PCO to organise the Congress. Two of the three EOs who responded said all their service providers were ABE, while MCQP noted a third of their service providers were ABE.

Table 5.5: Use of service providers

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Number of service providers used	-	2	12	12
Number of service providers who were ABE or PD	-	2	4	12

In terms of media exposure leveraged, limited information was provided by the EOs as presented in Table 5.6 Only the LMF indicated the value of local and national media coverage to be R2 million each. The EO of the LMF did not provide the name of the television coverage. The value of local radio coverage ranged from R9 950 (VDF) to R500 000 (LMF). Again the EO of the LMF did not provide the name of the radio coverage. The EO of LMF also indicated that they received national radio coverage to the value of R500 000. None of the other events indicated national radio coverage leveraged. The value of print media coverage ranged from R1 7737 (VDF) to R70 000 (WPC). In terms of coverage via posters/ banners or flyers, the value ranged from R12 199 (VDF) to R600 000 (LMF). The value of Internet coverage was only noted by WPC (R50 000) and the name of the coverage by VDF. EOs should be encouraged to provide media values as this contributes to demonstrating Return on investment.

Table 5.6: Media exposure leveraged

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
TELEVISION				
Name of local television coverage	-	Jukebox	-	-
Value of local television coverage	-	Not provided	-	R2 000 000
Name of national television coverage	-	-	-	-
Value of national television coverage	-	-	-	R2 000 000
Name of international television coverage	-	-	-	-
Value of international television coverage	-	-	-	-
RADIO				
Name of local radio coverage	Ukhozi, SAFM, East Coast, Igagasi FM	OFM	-	-
Value of local radio coverage	R50 000	R9 950	-	R500 000
Name of national radio coverage	-	-	-	-
Value of national radio coverage	-	-	-	R300 000
Name of international radio coverage	-	-	-	-
Value of international radio coverage	-	-	-	-

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
PRINT				
Name of local print coverage	Mecury	It's Ink	-	-
Value of local print coverage	R70 000	R1 7737	-	-
Name of national print coverage	-	-	-	-
Value of national print coverage	-	-	-	-
Name of international print coverage	-	-	-	-
Value of international print coverage	-	-	-	-
POSTERS/ BANNERS/ FLYERS				
Name of local posters/ banners/ flyers coverage	-	It's Ink	-	-
Value of local posters/ banners/ flyers coverage	R50 000	R12 199	-	R600 000
Name of national posters/ banners/ flyers coverage	-	-	-	-
Value of national posters/ banners/ flyers coverage	-	-	-	-
Name of international posters/ banners/ flyers coverage	-	-	-	-
Value of international posters/ banners/ flyers coverage	-	-	-	-
INTERNET				
Name of local internet coverage	-	www.domefest@parys.co.za	-	-
Value of local internet coverage	R50 000	-	-	-
Name of national internet coverage	-	-	-	-
Value of national internet coverage	-	-	-	-
Name of international internet coverage	-	-	-	-

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Value of international internet coverage	-	-	-	-

As per Table 5.7, most events had sponsors on the following categories: food and beverage, FMCG (fast-moving consumer goods), banking and/or insurance, electronics, hospitality & leisure, logistics and media. It is important to note that WPC indicated that they had no sponsors. The average and range value of sponsorships were not provided by most EOs, probably as a result of confidentiality clauses. Once again, EOs should be encouraged to provide this information as it demonstrates some degree of success of the events as they are able to attract sponsors. The range of cash value of sponsorship for MCQP ranged from R25 000-R114 000 whereas in-kind sponsorship ranged from R14 000 –R220 000.

Table 5.7: Sponsors

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Name/ category of sponsors	-	Food and beverage (alcoholic and non-alcoholic)	Food and beverage (alcoholic and non-alcoholic)	Coca-Cola Amarula Lapa South African Breweries
	-	FMCG	FMCG	-
	-	Banking and/or Insurance (ATM)	Banking and/or Insurance (ATM)	-
	-	Motoring	-	-
	-	Fashion and beauty	-	-
	-	Electronics	Electronics	-
	-	Hospitality and leisure	Hospitality and leisure	Hans Merensky Hotel and Golf Estate Kruger National Park
	-	Logistics (transport, couriers, etc.)	Logistics (transport, couriers, etc.)	-
	-	Media	Media	Munghana Lonene FM
	-	Telecoms	-	-
	-	Healthcare and	-	-

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
		Medical		
Average cash value of sponsors	-	-	-	-
Range of cash value of sponsors	-	-	R25 000-R114 000	-
Average in-kind value of sponsors	-	-	-	-
Range of in-kind value of sponsors	-	-	R25 000-R220 000	-

The events varied in attendance with the WPC attracting 350 delegates to the LMF that attracted 19 000 attendees as presented in Table 5.8. WPC also attracted 65 speakers. LMF which included several different types of events further attracted 10 speakers, 37 delegates and 1500 participants. MCQP also attracted a large media attendance (426) as well as support crew (1058) in comparison to the other events.

Table 5.8: Event attendance

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Speakers	65	1	-	10
Delegates	350	1	-	37
Participants	-	10	-	1 500
Attendees	-	8000	8172	19 000
Media	15	3	426	40
Support crew	15	120	1058	180

An overview of employment and skills development is presented in Table 5.9. All the events except the WPC employed additional persons for the event. While the VDF EO did not indicate the types of jobs people were employed for, MCQP noted a range of jobs related to décor, manufacturing, marketing, hospitality, cleaning, technical, amongst others, while LMF indicated cleaning, security, catering and waiter services. The VDF EO noted that they employ 20 permanent as well as 20 temporary staff whereas MCQP and LMF only employed two permanent staff each and many more temporary employees (MCQP – 480 and LMF – 350). In terms of the number of local employees, this ranged from 12 for the VDF to 460 for the MCQP and LMF employed all locals. This question should be rephrased so that EOs can specify the "additional" locals employed as a result of the event. Two of the events (WPC and LMF) utilised the services of volunteers (4 for WPC and 10 for MCQP), while the other 2 events did not. Volunteers were used to capture proceedings, logistics and conduct follow-ups for the WPC and they were used as stage management for MCQP. Three of the events noted that staff and/or volunteers received training; only WPC indicate that volunteers or staff received training. Training received ranged from event management to marketing and advertising, and décor manufacture. The

numbers of staff and/or volunteers trained ranged from 10 for LMF to 80 for MCQP. Additional changes to the survey instrument are suggested such as closing some of the questions in relation to types of jobs as well as to obtain more precise information with respect to capturing job creation (in terms of specifying duration of employment and level of employment – local, regional, national). These changes have been effected and captured in the revised EO survey (included in red text) in the training manual.

Table 5.9: Employment and skills development in preparation for and during the event

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
If employed additional persons	No	Yes	Yes	Yes
If employed, types of jobs employed for	-	-	Décor manufacturing, marketing, setup, administration, bar staff, bar backs, cleaners, technical, drivers, security, management, artisans, general workers, artists, performers and dj's	Cleaning, security, catering, marshal and waiter services
Number of person/s employed on a permanent basis	-	20	2	2
Number of person/s employed on a temporary basis	-	20	480	350
Number of person/s employed who were locals	-	12	460	All
If had volunteers	Yes	No	No	Yes
If volunteered, for what purpose/s	Capture proceedings, logistics, conduct follow-ups etc.	-	-	Stage management
Number of volunteers	4	-	-	10
If staff or volunteers	No	Yes	Yes	Yes

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
received training				
If received training, what type of training received	-	How to organise the venue	Marketing, advertising and décor manufacture	Event management and marketing
Number trained	-	12	80	10

All the event organisers rated the various aspects of the event from good to excellent, with the VDF EO rating all aspects as good and the LMF EO rating all aspects as excellent. This question was answered well by all the EOs.

Table 5.10: Rating of level of satisfaction with specific aspects of the event

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Location of this event	Excellent	Good	Excellent	Excellent
Information provided about this event	Excellent	Good	Good	Excellent
Attendance at this event	Good	Good	Good	Excellent
Security at this event	Excellent	Good	Good	Excellent
Quality of this event	Excellent	Good	Excellent	Excellent
Advertising/ publicity of this event	Good	Good	Excellent	Excellent
Physical appearance of this event (littering, overcrowding, etc.)	Good	Good	Good	Excellent
Physical facilities (toilets, bins, seating availability etc.)	Excellent	Good	Good	Excellent
Universal accessibility/ design	Excellent	Good	Excellent	Excellent

All the EOs indicated that they would organise the event again next year, except for the WPC as it is a bi-annual event that rotates to different port cities.

Table 5.11: Organising event next year

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
If organising event next year	No (bi-annual event, rotates to different port cities)	Yes	Yes	Yes

In terms of the EOs' agreement with specific statements in relation to the event, most of the EOs strongly agreed with the statements, followed by a few agreeing with statements as well as expressing a neutral view. This question was answered well by all the EOs.

Table 5.12: Level of agreement with specific statements

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
This is an important sport/ cultural/ business event	A	SA	SA	SA
This event improves facilities and infrastructure for local communities	N	SA	SA	SA
Entertainment opportunities related to this event was provided for local residents	A	SA	SA	SA
This event creates opportunities for local businesses	SA	SA	SA	SA
This event creates job opportunities	SA	SA	SA	SA
This event creates opportunities for locals to participate	SA	SA	SA	SA
This event has resulted in increased training/ skills development opportunities for locals	N	SA	A	SA
This event profiles South Africa as a tourism destination	SA	SA	SA	SA
This event encouraged responsible tourism and environmentally-friendly behaviour.	SA	SA	N	SA

Note: SA: Strongly agreed A: Agreed N: Neutral

All the EOs were able to state the specific plans they put in place. Only the VDF and LMF had all the specific plans in place, ranging from site and communication plans to community participation and financial controls. Health, environmental and financial control plans were lacking for 2 events (WPC and MCQP). This question was well answered by all EOs and provides them with an opportunity to include additional event plans in future editions of their respective events.

Table 5.13: Event plans

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Event plans in place	Event management plan	Event management plan	Event management plan	Event management plan
	-	Site plan	Site plan	Site plan
	Communication plan	Communication plan	Communication plan	Communication plan
	Transport plan	Transport plan	Transport plan	Transport plan
	-	Safety and security plan	Safety and security plan	Safety and security plan
	-	Risk and disaster management plan	Risk and disaster management plan	Risk and disaster management plan
	-	Health plan	-	Health plan
	-	Environmental protection plan	-	Environmental protection plan
	-	Community participation plan	Community participation plan	Community participation plan
	-	Financial controls and auditing (including audited financial statements)	-	Financial controls and auditing

EOs were requested to indicate responsible tourism initiatives activated for the event. All EOs were able to stipulate that they implemented recycling and made use of local goods and labour, followed by the conservation of water being identified by 3 EOs (WPC, VDF and LMF). The conservation of electricity, use of green products, use of alternative/ renewable energy and use of green building standards were implemented by fewer EOs. The inclusion of this question permits EOs to improve responsible tourism practices in future editions of their respective events.

Table 5.14: Responsible tourism initiatives activated for event

	WPC (n=1)	VDF (n=1)	MCQP (n=1)	LMF (n=1)
Responsible tourism initiatives	Recycling	Recycling	Recycling	Recycling
	Use of local goods and labour	Use of local goods and labour	Use of local goods and labour	Use of local goods and labour
	Proper disposal of waste	Proper disposal of waste	Proper disposal of waste	Proper disposal of waste
	Conservation of water	Conservation of water	-	Conservation of water
	Conservation of electricity	Conservation of electricity	-	-
	Use of green products	-	-	Use of green products
	-	Use of alternative/ renewable energy sources e.g. solar	-	Use of alternative/ renewable energy
	-	Green building standards e.g. use of natural lighting and cooling	-	-
	Promoting green behavioural change/ information on environmentally-friendly behaviour	-	-	-

6. ECONOMIC IMPACT ANALYSIS

Events have an important economic component. They attract visitors to an area and often require the organiser to spend and invest in the local economy, generating profits and jobs. To assess the size of these economic contributions, a simple economic impact assessment based on the survey approach can be used.

This section of the report presents the economic impacts of the five events. It is important to note that a standardised methodology was followed to make the diverse events comparable in terms of economic impact. A more sophisticated approach would be able to identify nuances to each event. Yet this is not the purpose of this approach. Instead, a standardised approach allow for the comparison of economic impact across the five events.

To do this, two surveys were required per event. The first is a visitor survey conducted across a large sample of event attendees or participants. The second is an organiser survey, obtained directly from the event organiser. For each of the five events discussed here, except for the TCH event, both surveys were obtained. An organiser survey was not obtained for TCH, and the numbers reported for that event is probably biased downward.

The full reports for the economic impact analysis for each individual event are available in Appendix B. Only in one respect do the original evaluations differ from those reported below: for the VDF the size of the group was considered in the original impact evaluation. To make the VDF comparable to the other four, however, group size is not included in the evaluation. As indicated earlier, the pilot and experience with event research more generally indicates that the question on group size is often misunderstood and poor quality responses are noted. It is therefore suggested that the collection of spend data should be confined to the respondent being interviewed (individual level spend data) which will generate more robust and better quality economic information. The sections below compare the visitor numbers, visitor expenditure, and total economic impacts.

6.1 Comparison of attendee numbers

The table below provides a comparison of the attendee numbers across the five events. The columns distinguish between overnight visitors, day-visitors and local residents.

Table 6.1.1: Attendee numbers by category

		Overnight visitor/ tourist	Day-visitors	Local resident	Total
VDF	Sample	64	63	183	310
	%	20.65	20.32	59.03	100
	Total	1652	1626	4722	8000
TCH	Sample	25	118	57	200

		Overnight visitor/ tourist	Day-visitors	Local resident	Total
	%	12.5	59	28.5	100
	Total	625	2950	1425	5000
WPC	Sample	57	4	30	91
	%	62.64	4.4	32.97	100
	Total	269	19	142	430
MCQP	Sample	45	19	236	300
	%	15	6.33	78.67	100
	Total	1226	517	6429	8172
LMF	Sample	83	44	173	300
	%	28	15	58	100
	Total	5685	3014	11849	20547

The LMF was the largest event, attracting more than 20000 attendees, followed by the MCQP, VDF and TCH. The WPC was the smallest, with only 430 attendees. This suggests that the economic outcomes are likely to be significantly different, and shows why a simple methodological approach is necessary when comparing across events.

The table below provides an overview of the expenditure types across the five events. What is clear is that overnight visitors consistently spend the largest amount per expenditure category. This is certainly true of food and of accommodation (the latter, by definition).

Table 6.1.2: Attendee expenditure per expenditure category

	Type	Food	Merchandise	Shopping	Transport	Accommodation	Other
VDF	Overnight/tourist	621.9	178.0	412.4	704.3	1109.7	129.8
	Day-visitor	284.6	36.8	146.0	221.2	0.0	60.1
	Local resident	399.8	71.6	161.6	109.5	0.0	93.1
	Total	422.3	86.5	210.2	255.0	255.3	94.0
TCH	Overnight/tourist	928.6	475.0	1000.0	771.4	1118.2	0.0
	Day-visitor	276.3	658.3	310.0	197.6	0.0	20.0
	Local resident	381.0	300.0	133.3	184.0	0.0	20.0
	Total	374.5	532.5	336.7	278.2	1118.2	20.0
WPC	Overnight/tourist	1893.0	316.1	1271.0	3626.7	5542.6	803.0
	Day-visitor	275.0	0.0	199.8	299.8	0.0	0.0
	Local resident	94.7	89.8	34.1	137.3	0.0	89.6

	Type	Food	Merchandise	Shopping	Transport	Accommodation	Other
	Total	1229.0	227.6	824.8	2330.1	3477.1	532.5
MCQP	Overnight/tourist	780.3	87.9	337.7	4470.2	3227.7	1029.7
	Day-visitor	555.3	44.6	1323.7	1381.6	0.0	1321.0
	Local resident	570.6	29.8	78.1	147.7	0.0	26.6
	Total	601.1	39.5	196.0	874.2	601.9	259.0
LMF	Overnight/tourist	1071.0	226.2	370.4	1194.8	3860.7	187.5
	Day-visitor	539.7	42.0	44.0	526.9	0.0	45.8
	Local resident	294.0	39.1	37.2	149.3	0.0	13.8
	Total	545.0	91.3	130.4	493.9	1077.8	66.5

There are also differences across the different events. The overnight visitors to the WPC, for example, spent nearly R1900 on food, while those to the VDF only spent R620. Similarly, congress participants spent R5500 on accommodation while those to the TCH only spent R1100. With a larger number of events and more explanatory variables per event, it would be interesting to determine the correlates of visitor expenditure in a regression-type analysis. Five observations are, however, not large enough to attempt such an analysis as yet.

Finally, the attendee expenditure numbers and organiser expenditure numbers (provided by the event organiser survey) are combined into the table below to reveal the direct impact of the five events. To this is added a lower-bound multiplier of 1.1 and an upper-bound multiplier of 1.4. The true economic impact should be somewhere between these numbers. The economic impact of three events – VDF, TCH and the WPC – is surprisingly similar: all range between R6 million and R7 million. However, it should be noted that organiser expenditure is not included for the TCH event. The MCQP ranges between R10 million and R15 million, while the impact of the LMF ranges between R35 million and R50 million. These results are also shown visually in the figure below.

Table 6.1.3: Economic impact

	VDF	TCH	WPC	MCQP	LMF
Visitor expenditure	R 4 231 105	R 4 958 504	R 2 313 753	R 7 939 003	R 29 292 115
Organiser expenditure	R 526 538	-	R 1 975 000	R 6 500 000	R 6 375 000
Direct impact	R 4 757 643	R 4 958 503	R 4 288 754	R 10 578 561	R 35 667 116
Total impact (low)	R 5 233 408	R 5 454 353	R 4 717 629	R 11 636 417	R 39 233 827
Total impact (high)	R 6 660 701	R 6 941 904	R 6 004 255	R 14 809 985	R 49 933 962

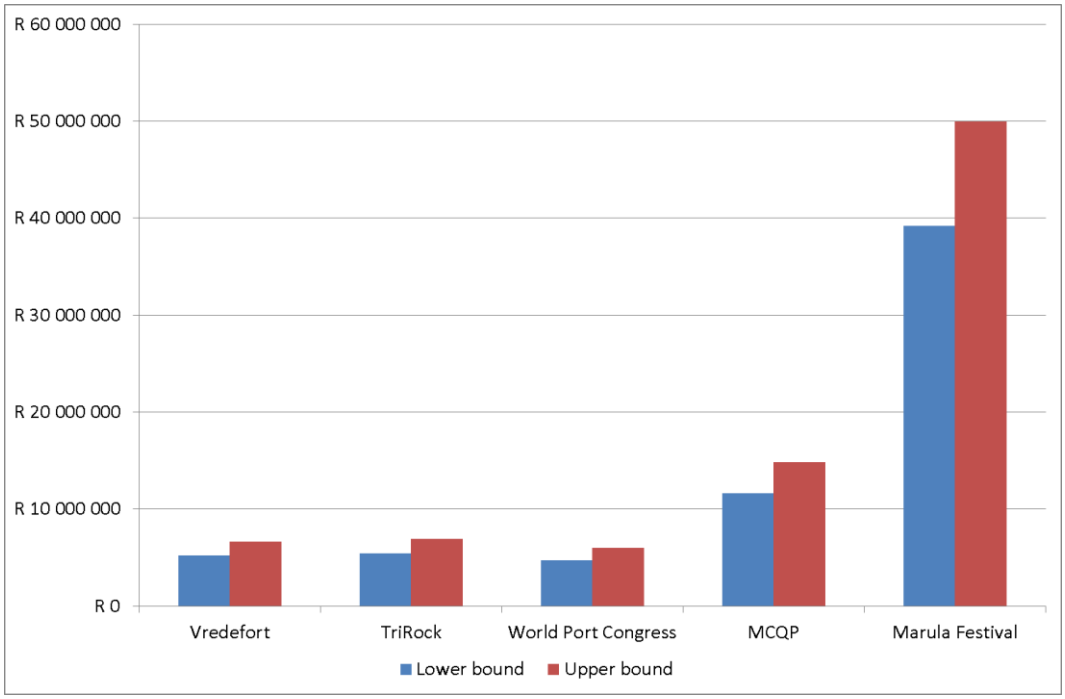

Figure 6.1.1: Total economic impact

An additional tool to measure the usefulness of an event for the public purse is to calculate the public multiplier. The public multiplier divides the total economic impact by the total contribution (in sponsorships and other in-kind payments) from the public purse through local, provincial and national governments.

Unfortunately, the public contributions of only two events are available: the MCQP and LMF. Both record a large multiplier, 166 and 78 respectively, suggesting that these are very profitable investments for the government. If similar figures could be obtained for the other events in this analysis, and for the other events the South African government invests in, a more accurate and equitable picture of the return on public money could be obtained.

7. CONCLUSIONS AND RECOMMENDATIONS

The final section of this report provides the conclusions and recommendations to enhance the implementation of the survey instruments and ultimately, to develop a standardised framework to assess the impacts of events in nationally.

7.1 Survey instruments and data inputting

Generally, the attendees and EO surveys were implemented as planned. The biggest challenge was getting EOs to respond timeously, both in terms of developing the sampling framework and in relation to completing the survey. Furthermore, accessing more precise economic data from the EOs is required as it was poorly completed in some instances. Ensuring higher response rates for all events evaluated in the future will limit bias and increases credibility, reliability and quality of the data.

Cognisance of arrangements for research at the various events and consideration for partnership and collaboration to ascertain the relevant data should also be considered. In terms of questionnaire-specific recommendations these have been addressed in the findings of section 5 of the report, and the suggested changes have been effected to the revised survey instruments in the training manual (included in red text). Furthermore, it is recommended that a master template be created and adapted for specific event requirements in order to ensure that questions relevant for a subsequent evaluation are not missed due to changing the survey instrument from event to event, as was the case in the evaluation of these five events.

While an online approach was not used in the implementation of the event evaluations, if it is going to be considered for survey implementation in the future, it must include the piloting and testing of e-surveys. Additionally, it is advisable that the software is compatible with a statistical package such as SPSS and not just assume that inputting to into excel will permit the generation of the data as required. Furthermore, it is advisable that the data inputting is checked by a trained tourism researcher (and not just a statistician) to ensure that responses by the different categories of respondents (ie. local residents and visitors) are inputted and captured more precisely. This also points to the importance of trained fieldworkers and supervisors who should be able to pick up these differences in the field to further ensure more precise data is captured at this initial stage.

7.2 Economic impact analyses

The findings indicate that a standardised methodology to make the diverse events comparable in terms of economic impact was achieved. While a more sophisticated approach would be able to identify nuances to each event, a standardised approach permits comparison of economic impact across the five events, and will be able to extend to the evaluation of other events using the same methodology. The attendees and EOs surveys are sufficient to undertake the economic impact assessment. As other stakeholder surveys such as the service provider survey is not included due to establishing the basic requirements of economic impact analyses across the different Provinces (who have varying resources for event impact research), it is vital that EOs provide the financial data as required, as mentioned previously. This is especially important for calculating the public multiplier which was the weakest

aspect of the analyses, due to the lack of public spend being declared across the events. It may therefore be a requirement that survey completion by EOs is mandatory.

It is further noted that the EO data gathering instrument relies on self-reporting. There is no mechanism in the current methodological approach to validate and verify the economic information provided which directly influences the economic impact analyses. Thus, if the economic impact analyses are to be improved in future, it is imperative that verifiable information is obtained, eg. audited financial data, media analysis reports and lists of service providers and stallholders/ exhibitors with contact details (where applicable).

From an economic impact analysis, the main aspect is the number of local jobs created (not regional and national), both temporary and permanent. The types of jobs that were created are not as essential, however it is useful to ascertain this information as highlighted in the EO findings of this report.

7.3 Alignment with indicators

The indicators were reviewed in relation to the information obtained from the survey responses and further refined (refer to changes in red text in Appendix A). As the current survey instruments provide data in relation to the triple bottom-line indicators as initially envisioned, no further changes are recommended.

7.4 Methodological challenges

Common methodological challenges were experienced across various events. During the pre-event planning stage, where contact was initiated with EOs to communicate the event evaluation process and request access to event, in many instances timelines were delayed and/ or negatively affected gaining access to the event. In other instances, far fewer accreditation tags that were needed were issued, and general tickets had to be bought in order to ensure access to fieldworkers. Pre-event planning and the co-operation of the EO are critical to the sampling framework and ensuring timeous accreditation access. Provinces also play an important role in facilitating access.

In most instances the post-event methodological challenges related to cooperation from EO to complete the EO survey timeously. One EO did not complete the EO survey, directly impacting on the economic impact calculations as the EO is the only stakeholder who can provide information relating to event expenditure and (local) services procured.

In order to mitigate the methodological challenges experienced both pre-, during and post- event in future, the following is recommended:

- NDT and/or Provinces to consider only events that they support with funding in order to for the EO to be contractually obligated to facilitate the requirements to conduct the study, with financial implications in the event of non-compliance;
- NDT and/or Provinces to consider having a research staff member whose responsibilities will include liaising with beneficiaries to inform them of the evaluation requirements and relay the participation that will be expected of them, as a condition of their funding ;

- The research team's accreditation should be issued as staff accreditation (hence non-negotiable) and handed over to the research manager before the team arrives onsite - courier services can be utilised when required;
- EOs/ owners should then inform their key operations team of the research team's presence and requirements onsite at the event – this can be enforced by the research staff member; and
- EOs should further provide a dedicated space with a desk and chairs (and cover from the weather if an outdoor event) where the research supervisor is able to quality check data onsite and the team is able to meet.

8. PROPOSED EVENT EVALUATION FRAMEWORK AND APPROACH

The basis of the proposed Event Evaluation Framework is to provide a more strategic approach to evaluate NDT and/or Provincially-supported events in a consistent manner, in order to assess the impact of events on the tourism sector as well as to justify the funding for events from both the public and private sectors. Furthermore, event evaluations could also enhance planning and ensure good financial management as highlighted in the Public Finance Management Act (PFMA) in South Africa. It should be noted that the Event Evaluation Framework adopted during this phase that resulted in this overall report was based on consultative workshops and engagement with NDT and the Provinces in relation to both processes as well as the development of the data collection instruments. Additionally, a comprehensive literature review was undertaken which included a critical examination of best practices and benchmarks (both nationally and internationally), especially in relation to the identification of the indicators and development of the data collection instruments.

The strategic orientation of the Event Evaluation Framework is intended to:

- Simplify and standardise the approach
- Assess the impact of events of different types and sizes in different localities
- Account for different types of impacts such as economic, social and environmental impacts
- Improve data collection to ensure relevance, quality, validity and accuracy of the data
- Permit comparisons between the events and track changes over time in relation to the impacts of NDT and/or Provincially-supported events
- In terms of the impacts, the return on investment (ROI) of the economic impacts are standardised
- Generate information that can assist in making decisions regarding which events should be supported or continued to be supported

It is important to note the following in relation to the proposed approach articulated above in relation to the experiences and findings emanating from undertaking the evaluation of the five events discussed in the previous section:

- The methodological challenges noted highlight the importance of ensuring that data is collected from the two main event stakeholders identified and where surveys have been developed. The need for the completion of the attendee and EO surveys are particularly important to generate a more robust and accurate economic impact analysis. Compliance with event evaluation requirements needs to be a contractual obligation linked to the release of funding for the event.
- The literature review undertaken to inform the research activities and approach, indicators and development of data collection instruments emphasised the interconnectedness of a sound Event Evaluation Framework.

- While events will differ (as indicated in relation to the five events evaluated), there is a need to consistently collect information (therefore the development of data collection instruments) to permit comparative analysis between the events, and in the longer term, track changes in relation to a specific event.

This phase of the research project has resulted in the following:

- Development of data collection instruments for event evaluation purposes that can be implemented across the different types and sizes of events supported by NDT and/or the Provinces
- Development of indicators to inform the Event Evaluation Framework
- Development of a training manual for the data collection instruments and sampling framework for primary data collection as well as for undertaking the economic impact analysis

If the budget does not permit all NDT and/or Provincially-funded events to be evaluated, then a sampling of different types of events should be undertaken on an annual basis for evaluation purposes, as undertaken during this phase. However, it is important to emphasise that at least the EO survey be completed to provide information on triple bottom-line aspects from an EO perspective. These are done electronically and therefore data collection costs will be minimal. However, for an overall triple bottom-line assessment of an event, attendee surveys must be included. Where baseline information is already in place, regular evaluations can be undertaken to track changes over time for at least some of the information. NDT and/or the Provinces may identify target or flagship events that they would like evaluated on an annual basis.

It is important that the following be developed to ensure that the proposed Event Evaluation Framework is practical and implementable:

- Drafting of and/or revision of contracts to ensure compliance of EOs to provide the information needed for event evaluation purposes; and
- Revised attendee and EO surveys to provide the information needed; including a master template that can be amended per requirements of specific events.

The indicators that frame the Event Evaluation Framework should be revised on an annual basis to ensure relevance and that due consideration is given to changing conditions and contexts. Thus, there is the need for continuation but also adaptation of the Event Evaluation Framework. The approach permits event-related impacts to be ascertained on and event by event basis with longer term impacts being examined annually.

8.1 Delineation of responsibilities and roles

The roles and responsibilities of the NDT/ Provinces, EO and the research team (either outsourced or unit responsible in NDT/ Provinces) should be clearly stipulated and clarified. The roles and responsibilities are indicated in the Table below.

Table 8.1.1: Roles and responsibilities of key role players

	Roles and responsibilities
NDT/ Provinces	Review baseline indicators and data collection instruments Screen and select events to be supported Work with the research team to identify events to be sampled if all events are not being evaluated Ensure contractual obligation for EOs to provide information needed Project manage the event evaluation deliverables
Event organiser	Completion of event organiser survey (especially in relation to financial information which affects economic impact calculation) and provision of all other event related information Provide and facilitate access to event venues which was a challenge in certain instances and affected reaching targeted samples
Event evaluation research team	Interpretation/ adaptation of baseline indicators and data collection instruments (in consultation with NDT and/or Provinces) Development and maintenance of data collection instruments Data collection and reporting Select and train fieldworkers, where applicable Calculation of economic data

There are likely to be several risks in relation to the Event Evaluation Framework implementation (some already encountered and discussed) that need to be addressed to ensure successful event impact evaluation. These include:

- Commit resources for event impact evaluation, including adequately trained human resources
- Ensuring compliance on the part of the EOs
- Ensuring quality data across all events monitored and evaluated
- Timely reporting (from EOs, NDT/Provinces and event evaluation specialists)

The proposed Event Evaluation Framework provides the when, how and who in relation to event supported by NDT and/or the Provinces. The Training Manual including the data collection instruments (and SPSS templates for data inputting) is available for the implementation of the finalised Event Evaluation Framework.

9. APPENDICES

9.1 APPENDIX A: EVENT INDICATORS

9.2 APPENDIX B: EVENT ECONOMIC IMPACT ASSESSMENTS

APPENDIX A: EVENT INDICATORS

Category/ attribute	Specific indicator/s	Source/s of information	Purpose/ Comments
Economic/ Financial			Undertake economic modelling/evaluations to establish economic impact of the event
Capital expenditure			Establish level of expenditure to inform extent of Return on Investment (ROI) locally, provincially and nationally (if applicable)
Public infrastructure	Total spending on public infrastructure e.g. roads, stadiums, etc.	Event organiser survey	
Facilities	Total spending on facilities directly linked to the event	Surveys with relevant government officials for larger and mega-events that use public investments	
Equipment	Total spending on equipment	Event organiser survey	
Overall costs	Total costs	Event organiser survey	Changed to green as it is included as an expenditure item in the survey
Operational expenditure			To establish costs associated with hosting event
Maintenance costs	Total spending on maintenance	Event organiser survey	
Salaries and wages	Total spending on direct salaries and wages	Event organiser survey	Changed to green because this sub-indicator provides more information pertaining to job creation
Volunteer expenses	Total volunteer expenses	Event organiser survey	
Rental (venue/s, equipment, etc.)	Total rent expense	Event organiser survey	Changed to green as it is included as an expenditure item in the survey
Advertising incl. branding costs	Total spending on advertising	Event organiser survey	Changed to green as it provides information on event and/or destination branding, where applicable
Public relations costs	Total spending on public relations	Event organiser survey	
Media/ broadcasting costs	Total spending on media/broadcasting		Changed to green as broadcasting provides an opportunity to profile the event and the destination
Catering/hospitality costs	Total catering and hospitality costs		
Medical costs	Total medical expenses		

Category/ attribute	Specific indicator/s	Source/s of information	Purpose/ Comments
General administration costs	Total admin expenses		
Travelling costs	Total travelling expenses	Event organiser survey	Changed to green as it is included as an expenditure item in the survey
Accommodation costs	Total accommodation expenses	Event organiser survey	Changed to green as it is included as an expenditure item in the survey
Security costs	Total spending on security		
Insurance	Total spending on insurance		
Contractual/hosting right costs	Total value of contractual obligations		
Research costs	Total value of amount spent on research		
Overall costs	Total spend on event operations	Event organiser survey	Critical to establish event spend for economic impact
Income or injections			To establish the direct income generated as a result of hosting the event which is deemed to be the best proxy indicator of economic impact
Visitor expenditure	Total visitor (attendees and participants) expenditure - must include visitor profile (including place of residence), primary reason for travel; duration of travel; type of accommodation; group composition; spend in relation to accommodation, food and beverages, entertainment, etc.	Visitor surveys at event and/ or data derived from previous studies/ surveys	Visitor spend is one of the largest spend associated with event hosting
Private sector leverage/ sponsorships	Total rand value of private sector leverage spending and/ or sponsorship received e.g. branding, hospitality, expos, naming rights, supporting events etc.	Event organiser survey	Changed to green as it is included as an income category in the survey
Income from broadcasting/ media rights	Total rand value of broadcasting/ media rights sold	Event organiser survey	Changed to green as it is included as an income category in the survey
Income from stalls/ exhibitors	Total rand value of income derived from stallholders/ exhibitors	Event organiser survey	Changed to green as it is included as an income category in the survey
Income from ticket sales	Total rand value of ticket sales	Event organiser survey	Direct economic impact can be established
Income participant fees	Total rand value of participant fees received	Event organiser survey	Changed to green as it is included as an income category in the survey
Overall income	Total income that can be derived that can be directly attributed to the event		Critical to establish event income for economic impact

Category/ attribute	Specific indicator/s	Source/s of information	Purpose/ Comments
Job creation			To establish the number of job created
Jobs created	Number of jobs created on a permanent and part-time basis	Service provider, sponsor, business and event organiser surveys	A key variable to track number of job created which is a critical aspect of economic impact
Impact on historically disadvantaged groups	Number of Affirmable Business Enterprises (ABEs) and BBBEEs supported	Service provider, sponsor and event organiser surveys	
Overall economic ROI			This variable considers indicators that do not have direct economic impact but influence the overall economic impact
Event triggered ROI	Return of Investment (ROI) of event	Economic impact calculation	NB this does not require additional information. If information is collected as above then ROI can be calculated. Changed to orange as it is more important to calculate public multiplier
Public multiplier	ROI in relation to public funds	Economic impact calculation	Added as this permits calculation of ROI of public funds if information is provided
Multiplier effects	Amount and types of multiplier effects triggered by hosting the event	Economic impact calculation	Currently a lower (1.1) and upper (1.4) multiplier is used to estimate total economic impact
Social Variables			To establish the social impacts of the event
Demographic profile of attendees, participants and residents			Permits an examination of the socio-demographic profile of attendees that can also be used to inform future marketing strategies and changes in the event programme
Age	Age categories	Attendee surveys (includes visitors, participants and residents)	
Income level	Income categories		
Race	Historical racial categories (Whites, Africans, Coloureds, Indians)		
Occupation	Occupational categories		
Sex/ gender	Gender (male or female)		
Event specific interest profile	Indication of interest	Attendee surveys	
Awareness of and access to event	Attendance record of residents, medium/s where event information was derived	Attendee surveys	
Positive social impacts/ legacy building			To assess broader social impacts in relation to national/ community pride
National/community pride	Perceived increase in national/ community pride	Attendee surveys	

Category/ attribute	Specific indicator/s	Source/s of information	Purpose/ Comments
Quality of life issues			To examine the impacts of the event at the local level, especially in terms of local businesses and residents. The information also provides a qualitative assessment in relation to job creation.
Improvement of local quality of life	Number of locals employed during the event on a permanent and part-time basis	Event organiser survey	NB to assess local economic impact
	Number of locals employed pre-event e.g. during construction of facilities	Event organiser survey	
	Extended shopping hours	Local business surveys	
	Increased business opportunities	Event organiser survey	Can ascertain from service providers used in event organiser survey
	Number of business hours extended	Local business surveys	Budget dependant - green is priority for 1st phase
Increased health awareness	If event contributed to positive health and lifestyle changes (e.g. healthier eating habits, exercise, etc.)	Interviews with event organiser and attendees	
	Number of health programmes/ activities associated with the event		
Development of life skills	Number of individuals impacted by skills training	Event organiser survey	Changed to green
	Number of volunteers		
Social upliftment	Number of projects, programmes or charities supported by event	Event organiser survey	
	Number of individuals impacted by projects, programmes or charities supported by event		
	Ongoing programmes post event		
Image enhancement of event and destination			Examination of the intangible, "feel-good" impacts
Raised profile of country/region/town	Number of increased investments	Event organiser and council surveys, longitudinal study	
	Increased % or number of tourists	Event organiser survey (in relation to participants); longitudinal study linked to attendee survey; tourism data available	Critical for economic impact
Destination awareness exposure and experience	Volume and nature of media coverage of event	Event organiser survey	Media indicator split as most event organisers can report on event coverage but not destination coverage

Category/ attribute	Specific indicator/s	Source/s of information	Purpose/ Comments
	Volume and nature of media coverage of destination	Event organiser survey	Changed to red as per above explanation
	Exposure of or links to travel and tourism services	Destination marketing organisations surveys	
	Tourists' perceptions of destination and event	Attendee survey	Indicator of possibility of return visitation and WOM marketing
	Service quality assessment of event and destination		Information can be ascertained from attendee survey
Entertainment opportunities	Local attendance at event and related entertainment activities	Attendee survey	Changed to green
Social interaction	Perceptions regarding whether event created opportunities for social interaction	Attendee survey	
Urban regeneration	Volume/ value of infrastructure investment	Surveys with council and other government agencies	
	Number of and extent of infrastructure improvements		
	Number of and extent of improved crime control measures	Surveys with council and police force	
	Improved maintenance of public facilities	Surveys with council and other government agencies	
Attitudes towards public expenditure of funds	Attitudes in relation to whether perceived as a positive use of public funds or a wastage	Attendee survey	
Transformation			To assess the extent to which events are perceived to contribute to meeting South Africa's transformation agenda
Social cohesion	Perceptions of whether event contributed positively to social cohesion	Attendee survey	Changed to green as information can be ascertained from attendee survey
Social inclusion	Increased participation in specific event sector by Historically Disadvantaged Individuals (HDIs) (number/rate)	Surveys with event organisers and sport federations	
	Increased access to event facilities by HDIs (number/rate)		
	Rate of transformation vis-à-vis specific event sector		

Category/ attribute	Specific indicator/s	Source/s of information	Purpose/ Comments
	Level of community participation in event (e.g. planning, business opportunities, training, etc.)	Event organiser survey, attendees survey	Business important but not included to in Phase 1 due to challenges raised by the Provinces; should be considered for Phase 2
	Social diversity in terms of attendance at event (participants and attendees)	Attendee surveys	Changed to green as data is available from survey and can be tracked over time
Accessibility to persons with special needs	Special needs access to facilities	Event organiser survey and council survey, accessibility audit of the event venue(s) and communications	
	Number of volunteers with special needs		
	Number of persons with special needs benefitting from skills training		
Women and youth empowerment	Number of female volunteers	Event organiser survey	
	Number of females employed		
	Number of females benefitting from skills training		
	Number of youth volunteers		
	Number of youth employed		
	Number of youth benefitting from skills training		
Negative social impacts			To assess perceptions related to potential and experienced negative impacts
Disruption of daily lives	Extent of traffic congestions	Attendee survey	Changed to green
	Extent of limited access to properties, roads, parks, sporting facilities, public transport and/ or other facilities		
	Displacement of local residents	Attendee survey	
	Excessive noise	Attendee survey	Changed to green
Increase in crime	Number of crime related incidents reported linked to the event	Interviews with event organisers and police department	
	Number of hospital admissions due to event	Information from local hospitals	
Increased prostitution	Extent of increase	Police department	
Increased alcohol/ drug abuse	Extent of impact	Police department	
	Number of related incidents reported	Interviews with event organisers	
	Increased sales volumes of alcohol	Local business surveys	

Category/ attribute	Specific indicator/s	Source/s of information	Purpose/ Comments
Price of goods and services	Resident perceptions/ attitudes	Resident survey	Will be assessed as part of attendee survey in Ph 1; recommend a separate resident survey for Ph 2
Conflicts associated with event	Number of public demonstrations or petitions	Event organiser survey	
Environmental variables			To assess perceptions in relation to environmental impacts
Pollution e.g. air, noise, litter, etc.	Extent of pollution	Attendee survey	
Environmental degradation	Extent of environmental degradation	Attendee survey	
Environmental awareness	Increased environmental awareness	Attendee survey	Changed to green
Green principles in design of infrastructure to reduce cost, energy, generation of waste, etc.	Application of green principles in design of infrastructure to reduce cost, energy, generation of waste, etc.	Event organiser survey	Changed to green
Recycling programmes and conservation efforts	Number of recycling and conservation programmes to minimise environmental impacts and create jobs	Event organiser survey	
Monitoring of environmental impacts	Whether Environmental Impact Assessments (EIAs) were conducted	Event organiser survey	
Event specific impacts in relation to category (e.g. sport, arts and culture, entertainment, business tourism etc.)			This aspect assesses impacts in relation to the particular type of event
Ranking of the event, if applicable	Ranking of the event, if applicable	Relevant national and international ranking data	In Ph1 this info will be derived mainly from EO; in future possibility of attaining info from other stakeholders
Increases public spending on event-type sector (e.g. sport, cultures, etc.)	Estimation of public spending	Event organisers and government officials surveys	
South Africa's ability to bid competitively	Number of bids and number of bids won in relation to event-type	Interviews with relevant departments, federations, etc.	
Increased interest/ participation in sector (growth of the sector)	Number of participants and attendees	Event organiser survey	Indicator split as this information is ascertained currently from the event organiser surveys but not the next indicator
	Number of tournaments, competitions, events, etc. nationally	Interviews with event organisers, federations, government departments, etc.	Changed to orange as information is not ascertained currently from the event organiser surveys
	Use of facilities	Interviews with relevant departments, federations, etc.	
	New opportunities for type of event		
	Number of memberships in clubs, etc.		
	Number of local participants/ teams		

Category/ attribute	Specific indicator/s	Source/s of information	Purpose/ Comments
Increased experience/ exposure for local athletes/ teams, artists, etc.	Competitive opportunities	Interviews with relevant departments, federations, etc.	
	Number of increased training opportunities (coaching clinics)		
Event sector development	Number of facilities created for long-term use	Interviews with relevant departments, federations, etc.	
Raised public awareness of sector	Volume and extent of media coverage of event sector	Media monitoring companies	
Confidence in ability to host event	Confidence in ability to host	Interviews with sport federation, attendees and sponsors	
International recognition	Recognition of South Africa's role as a major player in specific sector	Interviews with sport federation	
Sponsorships due to event	Number of sponsorships attracted	Interviews with event organisers and sport federation	
Individuals leaving SA to compete/ participate overseas	Number of individuals leaving the country	Interviews with sport federations	
Foreign players/ artists replacing locals	Number of foreign players/ artists playing in national leagues	Interviews with sport federations/ clubs	
Event planning and management (governance)			To ascertain organisational capability which is critical to inform future hosting capability
Detailed event management plan in place	Event management plan included site plan, communication plan, transport place, safety and security plan, risk and disaster management plan, health plan, environmental protection plan and community participation plan	Event organiser survey	
Financial sustainability	Financial controls and auditing in place - audited financial statement	Event organiser survey	
Management capacity	Event organiser/s or team with proven capability	Event organiser survey	
Timing/ event calendar	Timing/ seasonality and geographical spread of event	Event organisers	
	Length and duration of event		
Conflicts associated with event	Number of conflicts linked to event	Event organisers, media reports	
Public/private sector partnerships	Number of public/private sector partnerships outside sponsorships	Event organisers	

Note: Event indicators prioritised as follows:	**High (green) - must be done**
	Medium (orange) - depends on type of event and resources available
	Low (red) - may be difficult to access information

Achieving the "green" particularly the attendee survey is under the control of the researchers.
Where required information is dependent on the completion of the event organiser survey, it is assumed that it will be done timeously and properly.

APPENDIX B: EVENT ECONOMIC IMPACT ASSESMENTS

1. VFD

A standard economic impact assessment approach is used to estimate a lower- and upper-bound economic impact of the event. The amount of average visitor spend is multiplied by the number of visitors to estimate the total visitor spend in Parys during the event. The organiser expenditure is then added to this amount to determine the total economic impact of the festival.

An estimated 8000 attendees attended the event. Only 41% of these attendees came from outside the region of analysis and will therefore be included in this analysis. In an economic impact assessment, spending by local residents is excluded. The attendee survey suggests that 21% of VFD attendees were overnight visitors or tourists, while an additional 20% were day-visitors. If these proportions are fitted to the total number of visitors, it is found that 1652 overnight visitors or tourists attended the event and 1626 day-visitors.

Respondents travelled in groups and these groups should be considered in the amount of visitor spend. The number of visitors is divided by the group size to calculate the total number of groups. The number of groups of overnight visitors/ tourists and day-visitors are then used in the economic impact assessment (see Table 1.1). However, as indicated in the overall report previously, group size was considered initially in the individual event economic impact reports, however due to group size data being problematic, the recommendation is to consider the spend by the individual being interviewed only.

Table 1.1: Calculation of total number of groups, by type of attendee

	Number	Percentage	N of attendees	Group size	N of groups
Overnight visitor/ tourist	64	20.65	1 652	3.02	547
Day-visitors	63	20.32	1 626	2.93	554
Local resident	183	59.03	4 722	3.26	1 450
Total	310	100	8 000	3.15	2 538

Next the total expenditure per respondent must be determined. Table 1.2 reports the result for five expenditure categories: food, merchandise, shopping, transport, accommodation and other. Ticket expenditure is not included here as it is considered part of organiser expenditure (thus avoiding double counting).

Table 1.2: Calculation of visitor spend, by type of attendee

	Food	Merchandise	Shopping	Transport	Accommodation	Other
Overnight/tourist	621.86	177.98	412.39	704.31	1 109.70	129.84
Day-visitor	284.63	36.81	145.95	221.19	44.38	60.14

	Food	Merchandise	Shopping	Transport	Accommodation	Other
Local resident	399.83	71.57	161.56	109.46	29.13	93.08
Total	422.26	86.48	210.17	254.97	255.32	93.98

Tables 1.1 and 1.2 are then combined with the organiser survey into the economic impact analysis in Table 1.3. Each of the expenditure items are multiplied by the number of groups and the local share of the expenditure. Following the standard approach, the local share for all expenditure items except transport is assumed to be 80% while transport is assumed to be 20%. To the visitor expenditure is added the expenditure by the organiser. These figures are obtained from the organiser survey. The organisers of the Festival spent R343 079 on capital expenditure, R85 450 on venue hire, R52 170 on salaries and wages, and R45 839 on advertising and marketing. All organiser expenditure is assumed to have a 100% local impact except travelling and accommodation which, in this case, is zero in any case.

Table 1.3: Calculation of total economic impact, lower- and upper bound

Category	Type		Expenditure per group	Number of groups	Local share	Local impact
Visitor expenditure	Overnight/ tourists	Food	R621.86	547	0.8	R272 126
		Merchandise	R177.98	547	0.8	R77 886
		Shopping	R412.39	547	0.8	R180 462
		Transport	R704.31	547	0.2	R77 052
		Accom	R1109.70	547	0.8	R485 606
		Other	R129.84	547	0.8	R56 820
	Day-trippers	Food	R284.63	554	0.8	R440 387
		Merchandise	R36.81	554	0.8	R16 314
		Shopping	R145.95	554	0.8	R64 686
		Transport	R221.19	554	0.2	R24 508
		Accom	R0.00	554	0.8	R0
		Other	R60.14	554	0.8	R26 655
Organiser expenditure	Capital expenditure		R343 079		1	R343 079
	Venue hire		R85 450		1	R85 450
	Salaries and wages		R52 170		1	R52 170
	Advertising and		R45 839		1	R45 839

Category	Type		Expenditure per group	Number of groups	Local share	Local impact
	marketing					
	Travelling and accommodation		R0		0.5	R0
Total direct impact						R2 249 040
Indirect impact (low)						R224 904
Total impact (low)						R2 473 944
Indirect impact (high)						R899 616
Total impact (high)						R3 148 656

From these expenditure items a total economic impact can be calculated. A lower and upper bound of total impact is measured, based on a more and less conservative estimate of the multiplier. For the lower bound, a multiplier of 1.1 is used while for the upper bound a multiplier of 1.4 is used. The estimated economic impact of the VDF is thus between R2.4 million and R3.2 million.

2. TCH

A standard economic impact assessment approach is used to estimate a lower- and upper-bound economic impact of the event. The amount of average visitor spend is multiplied by the number of visitors to estimate the total visitor spend in the local economy during the event. The organiser expenditure is then added to this amount to determine the total economic impact of the TCH.

The exact number of attendees was not provided by the EO. An estimate of the number of attendees, based on the average size of such events, was used for the attendee expenditure. Without this ballpark analysis, attendee analysis would not have been possible and no economic impact would have been measurable. An estimated 5000 attendees attended the event. The attendee survey suggests that 12.5% of attendees were overnight visitors or tourists, while an additional 59% were day-visitors. If these proportions are fitted to the total number of visitors, it is found that 625 overnight visitors or tourists attended the event and 2950 day-visitors.

Table 2.1: Attendee type breakdown and total number of attendees

	Freq.	Percent	Total
Overnight/tourists	25	12.5	625
Day-trippers	118	59	2950
Locals	57	28.5	1425

	Freq.	Percent	Total
Total	200	100	5000

As is frequently the case, overnight visitors and tourists tend to spend the most during their visits. TCH was no exception. As the table below shows, overnight visitors or tourists spent more on food, shopping, transport and accommodation.

Table 2.2: Calculation of visitor spend, by type of attendee

	Food	Merch	Shopping	Transport	Accom	Other
Overnight/tourists	R928.57	R475	R1 000	R771.43	R1 118.18	.
Day-trippers	R276.34	R658.33	R310	R197.57	.	R20
Locals	R380.96	R300	R133.33	R184	.	R20
Total	R374.54	R532.50	R336.67	R278.16	R1 118.18	R20

The visitor expenditure numbers should be combined with organiser expenditure to calculate the economic impact of the event. Unfortunately the organiser expenditure numbers are not available for the TCH event. The total economic impact is therefore limited to only visitor expenditure.

Table 2.3: Calculation of total economic impact, lower- and upper bound

Category	Type		Event attendees	Excluding locals	Local share	Local impact
Visitor expenditure	Overnight/ tourists	Food	R928.57	625	0.80	R464 286
		Merchandise	R475.00	625	0.80	R237 500
		Shopping	R1 000.00	625	0.80	R500 000
		Transport	R771.43	625	0.20	R96 429
		Accommodation	R1 118.18	625	0.80	R559 091
		Other	R0.00	625	0.80	R0
	Day-trippers	Food	R276.34	2950	0.80	R652 166
		Merchandise	R658.33	2950	0.80	R1 553 667
		Shopping	R310.00	2950	0.80	R731 600
		Transport	R197.57	2950	0.20	R116 565
		Accommodation	R0.00	2950	0.80	R0
		Other	R20.00	2950	0.80	R47200
Organiser expenditure	Capital expenditure		R0		1	R0
	Venue hire		R0		1	R0

Category	Type		Event attendees	Excluding locals	Local share	Local impact
	Salaries and wages		R0		1	R0
	Advertising and marketing		R0		1	R0
	Travelling and accommodation		R0		0.50	R0
	Other		R0		1	R0
Total direct impact						R4 958 503
Indirect impact (low)						R495 850
Total impact (low)						R5 454 353
Indirect impact (high)						R1 983 401
Total impact (high)						R6 941 904

The total direct economic impact of the TCH event is therefore calculated at just below R5 million. A multiplier of 1.1 (lower bound) and 1.4 (upper bound) is added to this to quantify the total economic impact. The total economic impact is therefore estimated to be between R5.5 million and R6.9 million.

3. WPC

A standard economic impact assessment approach is used to estimate a lower- and upper-bound economic impact of the event. The amount of average visitor spend is multiplied by the number of visitors to estimate the total visitor spend in Durban during the event. The organiser expenditure is then added to this amount to determine the total economic impact of the festival.

An estimated 350 delegates, 65 speakers and 15 media representatives attended the event, a total of 430 visitors. 67% of these visitors came from outside the region of analysis and will therefore be included in this analysis. In an economic impact assessment, spending by local residents is excluded. The visitor survey suggests that 63% of conference participants were overnight visitors or tourists, while an additional 4% were day-visitors. If these proportions are fitted to the total number of visitors, it is found that 269 overnight visitors or tourists attended the event and 19 day-visitors (see Table 3.1). Each conference delegate was considered as a single group as delegates may have brought partners along that were not part of the conference event (and thus the sample).

Table 3.1: Attendee type breakdown and total number of attendees

	Number	Percentage	N of attendees
Overnight visitor/ tourist	57	62.64	269
Day-visitors	4	4.4	19
Local resident	30	32.97	142
Total	91	100	430

Next the total expenditure per respondent must be determined. Table 3.2 reports the result for five expenditure categories: food, merchandise, shopping, transport, accommodation and other. Ticket expenditure is not included here as it is considered part of organiser expenditure (thus avoiding double counting).

Table 3.2: Calculation of attendee spend, by type of attendee

	Food	Merchandise	Shopping	Transport	Accommodation	Other
Overnight/tourist	R1 892.97	R316.11	R1 270.98	R3 626.65	R5 542.58	R802.95
Day-visitor	R275.00	R0	R199.75	R299.75	R0	R0
Local resident	R94.70	R89.83	R34.07	R137.33	R0	R89.63
Total	R1229.01	R227.58	R824.81	R2330.09	R3 477.09	R532.45

Tables 3.1 and 3.2 are then combined with the organiser survey into the economic impact analysis in Table 3.3. Each of the expenditure items are multiplied by the number of groups and the local share of the expenditure. Following the standard approach, the local share for all expenditure items except transport is assumed to be 80% while transport is assumed to be 20%. To the visitor expenditure is added the expenditure by the organiser. These figures are obtained from the organiser survey. The organisers of the conference spent R70 000 on capital expenditure, R630 000 on venue hire, R200 000 on salaries and wages, R350 000 on advertising and marketing, and R400 000 on other expenditure items. All organiser expenditure is assumed to have a 100% local impact except travelling and accommodation which is weighted at 50%.

Table 3.3: Calculation of total economic impact, lower- and upper bound

Category	Type		Expenditure per visitor	Number of visitors	Local share	Local impact
Visitor expenditure	Overnight/ tourists	Food	R1 892.97	269	0.8	R407 366
		Merchandise	R316.11	269	0.8	R68 026
		Shopping	R1 270.98	269	0.8	R273 515
		Transport	R3 626.65	269	0.2	R195 114
		Accom	R5 542.58	269	0.8	R1 192 763

Category	Type		Expenditure per visitor	Number of visitors	Local share	Local impact
		Other	R802.95	269	0.8	R172 794
	Day-trippers	Food	R275.00	19	0.8	R0
		Merchandise	R0	19	0.8	R0
		Shopping	R199.75	19	0.8	R3 036
		Transport	R299.75	19	0.2	R1 139
		Accom	R0	19	0.8	R0
		Other	R0	19	0.8	R0
Organiser expenditure	Capital expenditure		R 70 000		1	R70 000
	Venue hire		R 630 000		1	R630 000
	Salaries and wages		R 200 000		1	R200 000
	Advertising and marketing		R 350 000		1	R350 000
	Travelling and accommodation		R 650 000		0.5	R325 000
	Other		R 400 000		1	R400 000
Total direct impact						R4 288 754
Indirect impact (low)						R428 875
Total impact (low)						R4 717 629
Indirect impact (high)						R1 715 501
Total impact (high)						R6 004 255

From these expenditure items a total economic impact can be calculated. A lower and upper bound of total impact is measured, based on a more and less conservative estimate of the multiplier. For the lower bound, a multiplier of 1.1 is used while for the upper bound a multiplier of 1.4 is used. The estimated economic impact of the WPC is thus between R4.7 million and R6 million.

4. MCQP

A standard economic impact assessment approach is used to estimate a lower- and upper-bound economic impact of the event. The amount of average visitor spend is multiplied by the number of visitors to estimate the total visitor spend in Cape Town during the event. The organiser expenditure is then added to this amount to determine the total economic impact of the MCQP.

A total of 8172 visitors are estimated to have attended the event. A sample of 300 attendees were drawn from which the economic analysis is conducted. Table 4.1 provides the breakdown of attendee type for the survey, which is then used to impute the total number of overnight/tourist visitors and day-trippers.

Table 4.1: Attendee type breakdown and total number of attendees

	Number	Percentage	N of attendees
Overnight visitor/ tourist	45	15	1226
Day-visitors	19	6.33	517
Local resident	236	78.67	6429
Total	300	100	8172

Next the total expenditure per respondent must be determined. Table 4.2 reports the result for five expenditure categories: food, merchandise, shopping, transport, accommodation and other. Ticket expenditure is not included here as it is considered part of organiser expenditure (thus avoiding double counting).

Table 4.2: Calculation of attendee spend, by type of attendee

	Food	Merch	Shopping	Transport	Accom	Other
Overnight/tourist	R780.31	R87.87	R337.69	R4 470.18	R3 227.67	R1 029.71
Day-visitor	R555.26	R44.63	R1 323.68	R1 381.58	R0	R1 320.95
Local resident	R570.60	R29.83	R78.14	R147.70	R0	R26.59
Total	R601.08	R39.47	R195.96	R874.22	R601.89	R259.03

Tables 4.1 and 4.2 are then combined with the organiser survey into the economic impact analysis in Table 4.3. Each of the expenditure items are multiplied by the number of groups and the local share of the expenditure. Following the standard approach, the local share for all expenditure items except transport is assumed to be 80% while transport is assumed to be 20%. To the visitor expenditure is added the expenditure by the organiser. These figures are obtained from the organiser survey. The organisers of the conference spent R273 500 on venue hire, R405 500 on salaries and wages, R627 100 on advertising and marketing, R251 200 traveling and entertainment and R1 207 858 on other expenditure items. All organiser expenditure is assumed to have a 100% local impact except travelling and accommodation which is weighted at 50%.

Table 4.3: Calculation of total economic impact, lower- and upper bound

Category	Type		Expenditure per visitor	Number of visitors	Local share	Local impact
Visitor expenditure	Overnight/ tourists	Food	R780.31	1226	0.80	R765 204
		Merchandise	R87.87	1226	0.80	R86 166
		Shopping	R337.69	1226	0.80	R331 151
		Transport	R4 470.18	1226	0.20	R1 095 909
		Accom	R3 227.67	1226	0.80	R3 165 179
		Other	R1 029.71	1226	0.80	R1 009 776
	Day-trippers	Food	R555.26	517	0.80	R229 785
		Merchandise	R44.63	517	0.80	R18 470
		Shopping	R1 323.68	517	0.80	R547 780
		Transport	R1 381.58	517	0.20	R142 935
		Accom	R0	517	0.80	R0
		Other	R1 320.95	517	0.80	R546 648
Organiser expenditure	Capital expenditure		R0		1.00	R0
	Venue hire		R273 500		1.00	R273 500
	Salaries and wages		R405 500		1.00	R405 500
	Advertising and marketing		R627 100		1.00	R627 100
	Travelling and accommodation		R251 200		0.50	R125 600
	Other		R1 207 858		1.00	R1 207 858
Total direct impact						R10 578 561
Indirect impact (low)						R1 057 856
Total impact (low)						R11 636 417
Indirect impact (high)						R4 231 424
Total impact (high)						R14 809 985

From these expenditure items a total economic impact can be calculated. A lower and upper bound of total impact is measured, based on a more and less conservative estimate of the multiplier. For the lower bound, a multiplier of 1.1 is used while for the upper bound a multiplier of 1.4 is used. The estimated economic impact of the MCQP is thus between R11.6 million and R14.8 million.

Given that the income from the public purse (City of Cape Town) was R70 000, an extremely high public multiplier of 166 is calculated.

5. LMF

A standard economic impact assessment approach is used to estimate a lower- and upper-bound economic impact of the event. The amount of average visitor spend is multiplied by the number of visitors to estimate the total visitor spend in Polokwane during the event. The organiser expenditure is then added to this amount to determine the total economic impact of the Festival.

According to the event organiser, a total number of 20547 attended the event. A sample of 300 attendees was drawn from which the economic analysis was conducted. Table 5.1 shows the breakdown of attendee types within the randomly drawn sample. This breakdown is then used to determine the number of participants from overseas/tourists and day-trippers in the full population of participants.

Table 5.1: Attendee type breakdown and total number of attendees

	Number	Percentage	N of attendees
Overnight visitor/ tourist	83	28	5 685
Day-visitors	44	15	3 014
Local resident	173	58	11 849
Total	300	100	20 547

Next the total expenditure per respondent must be determined. Table 5.2 reports the result for five expenditure categories: food, merchandise, shopping, transport, accommodation and other. Ticket expenditure is not included here as it is considered part of organiser expenditure (thus avoiding double counting).

Table 5.2: Calculation of attendee spend, by type of attendee

	Food	Merch	Shopping	Transport	Accom	Other
Overnight/tourist	R1 070.96	R226.22	R370.41	R1 194.82	R3 860.70	R187.45
Day-visitor	R539.68	R42.02	R43.95	R526.91	R0	R45.77
Local resident	R294.03	R39.14	R37.21	R149.28	R0	R13.76
Total	R545.01	R91.32	R130.39	R493.93	R1 077.80	R66.51

Tables 5.1 and 5.2 are then combined with the organiser survey into the economic impact analysis in Table 5.3. Each of the expenditure items are multiplied by the number of groups and the local share of the expenditure. Following the standard approach, the local share for all expenditure items except transport is assumed to be 80% while transport is assumed to be 20%. To the visitor expenditure is added the expenditure by the organiser. These figures are obtained from the organiser survey. The organisers of the conference spent R2 500 000 on capital expenditure, R150 000 on venue hire, R200 000 on salaries and wages, R680 000 on advertising and marketing, R250 000 on travelling and R2 720 000 on other expenditure items, including artists, cultural performances and Marula products. All organiser expenditure is assumed to have a 100% local impact except travelling and accommodation which is weighted at 50%.

Table 5.3: Calculation of total economic impact, lower- and upper bound

Category	Type		Expenditure per visitor	Number of visitors	Local share	Local impact
Visitor expenditure	Overnight/ tourists	Food	R1 070.96	5685	0.80	R 4 871 048
		Merchandise	R226.22	5685	0.80	R 1 028 899
		Shopping	R370.41	5685	0.80	R 1 684 728
		Transport	R1 194.82	5685	0.20	R 1 358 594
		Accom	R3 860.70	5685	0.80	R17 559 555
		Other	R187.45	5685	0.80	R852 557
	Day-trippers	Food	R539.68	3014	0.80	R1 301 386
		Merchandise	R42.02	3014	0.80	R101 333
		Shopping	R43.95	3014	0.80	R105 992
		Transport	R526.91	3014	0.20	R317 647
		Accom	R0	3014	0.80	R0
		Other	R45.77	3014	0.80	R110 376
Organiser expenditure	Capital expenditure		R2 500 000		1.00	R2 500 000
	Venue hire		R150 000		1.00	R150 000
	Salaries and wages		R200 000		1.00	R200 000
	Advertising and marketing		R680 000		1.00	R680 000
	Travelling and accommodation		R250 000		0.50	R125 000
	Other		R2 720 000		1.00	R2 720 000

Category	Type		Expenditure per visitor	Number of visitors	Local share	Local impact
Total direct impact						R35 667 116
Indirect impact (low)						R3 566 712
Total impact (low)						R39 233 827
Indirect impact (high)						R 14 266 846
Total impact (high)						R 49 933 962

From these expenditure items a total economic impact can be calculated. A lower and upper bound of total impact is measured, based on a more and less conservative estimate of the multiplier. For the lower bound, a multiplier of 1.1 is used while for the upper bound a multiplier of 1.4 is used. The estimated economic impact of the LMF is thus between R39.2 million and R49.9 million.

Given that the EO reports a contribution of R500 000 from the public purse, a high public multiplier of 78 is calculated.