

**DEVELOPMENT OF A FRAMEWORK TO MEASURE THE IMPACT OF EVENTS  
SURVEY INSTRUMENT AND ECONOMIC IMPACT ASSESSMENT TRAINING MANUAL**

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## **1. INTRODUCTION**

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 in South Africa. Phase two of the study focused on finalising the development of indicators, piloting them and evaluating five events, which included the Vredefort Dome Festival (an adventure sport and entertainment festival in Parys, Free State), the World Ports Congress (an international conference in Durban), the Mother City Queer Project (a lifestyle entertainment event in Cape Town), the TriRock Cradle of Humankind Triathlon (a sport event in Mogale City, Gauteng) and the Limpopo Marula Festival (a festival that celebrates the reining of the Marula fruit through culture and dance). The third phase of the study focused on developing, piloting and finalising the framework for implementation which includes providing capacity building to the NDT and provincial officials in utilising the framework as well as the development of training manuals for implementation and for workshop facilitation.

Research was undertaken at the purposively selected events mentioned above in order to test and refine the methodology to assess the triple bottom-line impacts of events supported by the NDT and/or Provinces. The results and lessons learnt from the research undertaken has informed the development of this training manual as well as the revisions of the survey instruments. The research undertaken utilised primarily attendee and event organiser surveys. Each of the surveys covers specific thematic areas and guidelines to respond to each question in the surveys and are included in the training manual. Furthermore, the steps undertaken for the economic impact assessment are outlined.

## **2. FIELDWORKER TRAINING**

All data collectors must undergo a training session using this training manual since it is essential that the core economic data is collected consistently and accurately. This is not a simple questionnaire and the training will ensure that we are all familiar with how the data should be collected. The training will also include guidelines in relation to the sampling framework to be adopted given the different types of events as well as the varying locations and venues where events are held. In terms of research organisation, the research team comprises of enumerators/ fieldworkers/ data collectors and research/ field supervisors. Enumerators have an extremely important role because the quality of the study depends on the quality and accuracy of the information collected.

The principal task of the enumerator/ fieldworker/ data collector is to conduct the attendee interviews. The roles and responsibilities of the enumerator/ fieldworker/ data collector include:

- Interviewing eligible adult attendees at events where research is undertaken
- Introducing the research to the potential respondent and covering ethical aspects discussed later
- Obtaining complete and accurate answers as required and stating on the questionnaire (all answers must be recorded correctly and immediately)

- The questions in the survey need to be exactly as they appear in the questionnaire. The guidelines in the manual will help on how to probe to get answers if need be. Probe and prompt only when needed. Note that **probing** refers to asking questions like “Is that all?” or “Anything else?” in trying to help the respondent to remember all the relevant information while **prompting** is mentioning the possible answers to the respondent. The questionnaire will often indicate whether or not you have to prompt or probe:
  - o Pause and wait if the respondent is trying to remember difficult items
  - o Ask the respondent to clarify his/ her answer if necessary. You may be misunderstanding the respondent
  - o Check for consistency between answers a respondent gives. For example, the respondent is a local resident but is indicating spend on accommodation. Be polite in trying to solve inconsistencies and finding the truth
- Each enumerator/ fieldworker/ data collector will be informed about the number of surveys that he/ she has to complete per event, per day and per location. Completing the assigned number of surveys or informing the supervisor of problems timeously is critical to achieve the overall sampling size per event.
- The enumerator/ fieldworker/ data collector is strictly forbidden to engage in any other activity while conducting the interviews as outlined in the ethical section
- The enumerator/ fieldworker/ data collector should not permit anybody/ no unauthorised person, not even members of his/her family, to help you in their work
- The fieldworkers must handle the surveys carefully and take care of them when in their possession. Destruction, defacing and loss of surveys will have serious implications for the project
- Approach the respondent cheerfully and with proper greetings and protocols as outlined in the ethics section
- Interviews should be conducted in the language that the enumerator/ fieldworker/ data collector is comfortable and confident in (should be able to communicate precisely the questions in the survey)
- Check the entire questionnaire before submitting it to your supervisor

It is very important that all interviewers follow the same procedures. In order to assure this uniformity, enumerators/ fieldworkers/ data collectors are required to follow all of the instructions contained in this manual. The enumerator/ fieldworker/ data collector will be working closely with his/ her supervisor. The supervisor should be informed of any problems encountered in the field and, if in doubt, ask supervisor/s what to do.

Enumerators are responsible to their field supervisors who monitor the work of the enumerators, check their questionnaires (as often as possible while still in the field), provide guidance, and answer questions/ address issues during data collection. The field coordinator is responsible for the logistics and operation of the fieldwork in general. He/she supervises the field supervisors and, as needed, the enumerators, and is responsible to the overall project management team. Thus, the main roles and responsibilities of the supervisor are:

- Identify and recruit fieldworkers who have the necessary skills and competencies to undertake the research
- Training the fieldworkers prior to the research being undertaken

- Ensure that the research logistics are in place (including liaising with the event organiser and other relevant persons to ensure that access to the event to undertake the research is secured)
- During the data collection period, the supervisor is responsible for monitoring and, where necessary, correcting the work of the fieldworkers (this needs to be done on site since it is not possible to re-interview persons post the event and therefore incorrectly completed surveys would need to be discarded). This will entail:
  - o Review each questionnaire to be ensure that it is properly completed and consistent
  - o Observe some of the interviews to ensure that the fieldworkers are conducting themselves professionally and recording answers correctly
  - o Meet with the fieldwork team on a daily basis for multiple day events to discuss performance and planning
  - o Help any problems encountered in relation to fieldwork logistics (including access issues), understanding the questionnaire and dealing with difficult respondents

During the training, the questionnaire sections, questions, and instructions will be discussed in detail. Demonstration interviews and role playing should be integrated into the training session to introduce the fieldworkers to different scenarios and improve their confidence levels with the survey instruments.

### 3. ETHICAL CONSIDERATIONS

Every respondent needs to understand their rights and feel free to exercise them during the data collection process. It is important for the research supervisors and fieldworkers/ enumerators to know the ethical considerations associated with conducting surveys so they are fully aware of their duties and responsibilities. This knowledge is essential for successful and ethical data completion. The key ethical aspects to be considered are:

- **Survey information is confidential:** Particulars obtained from individuals may not be published except in a manner that does not divulge the identity of the particular respondents, that is, information should only be used as summaries and for general conclusions. A fieldworker should not under any circumstances divulge the identity of a respondent and specific information collected. In fact, a fieldworker should not interview someone he/ she knows. Furthermore, information not required (such as the name or contact details of the attendee) should not be asked or recorded under any circumstances.
- **Informed consent:** All respondents need to be informed about the scope and purpose of the study (including who the study is being conducted for), how the data will be used, the approximate duration of the interview, as well as their rights which include declining to participate and discontinuing their participation at any time. The attendee must give permission to be interviewed.
- **How do we ask for informed consent?**
  - o Introduce yourself and the project as indicated above
  - o Ask for permission to continue with the interview
- **Ethical considerations during the interview**
  - o Make a good first impression and be professional (this includes dressing appropriately)

- o Ensure that each respondent understands the individual question being asked
  - o Attendee surveys at the event are face-to-face interviews (do not leave the survey with the respondent for self-completion)
  - o Try to conduct the interview in a private environment
  - o NEVER raise your voice or appear frustrated - be very patient
  - o Do not express an opinion for any of the responses – be neutral throughout the interview
  - o Never suggest answers to the respondent
  - o Do not pressure any individual to answer a question they do not wish to – clearly indicate that they did not want to respond (No response or NR)
  - o Do not engage in self or product promotion, religious or political propaganda, etc.
  - o Respect the time and schedules of attendees at the events
  - o Thank each respondent for their time
- **Further questions:** If you have any concerns or questions while undertaking the fieldwork bring it to the attention of the research supervisor

#### 4. ROLE PLAYING EXERCISES

A few role playing exercises are presented so that the enumerators/ fieldworkers/ data collectors can practice conducting interviews in an ethical way. Three scenes in which the interviewer will do one or many things incorrectly will be acted out. After each scene, the group will be asked to identify things that the interviewer did incorrectly. The enumerators/ fieldworkers/ data collectors will then have an opportunity to show the correct and ethical way to do the interview in role play.

##### 4.1 Scenario 1

ENUMERATOR:

**Hello. My name is \_\_\_\_\_ . I am from \_\_\_\_\_ and we are undertaking research on behalf of the National Department of Tourism to monitor and evaluate the socio-economic impacts of events. This information will help to inform policymakers and key persons about the impacts of the events with the intention of future improvements. You have been selected completely by random means and we would like to invite you to participate in our study. Your participation is completely voluntary, and there is no penalty for not taking part. You have the right NOT to participate in the survey, and to stop participation at any point during the survey. If you agree to participate, we would like to ask you some questions which should take about 10 to 15 minutes. Do you have any questions? If you think of any questions during the interview, please feel free to ask me.**

RESPONDENT: No, I do not want to. We are too busy, and I don't know you.

ENUMERATOR: You really should participate. The study is very important. All of the other attendees we have asked are participating. Everyone will know that you did not want to help.

## 4.2 Scenario 2

ENUMERATOR:

**Hello. My name is \_\_\_\_\_. I am from \_\_\_\_\_ and we are undertaking research on behalf of the National Department of Tourism to monitor and evaluate the socio-economic impacts of events. This information will help to inform policymakers and key persons about the impacts of the events with the intention of future improvements. You have been selected completely by random means and we would like to invite you to participate in our study. Your participation is completely voluntary, and there is no penalty for not taking part. You have the right NOT to participate in the survey, and to stop participation at any point during the survey. If you agree to participate, we would like to ask you some questions which should take about 10 to 15 minutes. Do you have any questions? If you think of any questions during the interview, please feel free to ask me.**

ENUMERATOR: How would you describe the composition of your group attending the event?

RESPONDENT: Myself with my two wives.

ENUMERATOR: (Notes family as the group composition) You know all people here only have one partner. Although my neighbour also has many wives but they do not live with him.

## 4.3 Scenario 3

ENUMERATOR:

**Hello. My name is \_\_\_\_\_. I am from \_\_\_\_\_ and we are undertaking research on behalf of the National Department of Tourism to monitor and evaluate the socio-economic impacts of events. This information will help to inform policymakers and key persons about the impacts of the events with the intention of future improvements. You have been selected completely by random means and we would like to invite you to participate in our study. Your participation is completely voluntary, and there is no penalty for not taking part. You have the right NOT to participate in the survey, and to stop participation at any point during the survey. If you agree to participate, we would like to ask you some questions which should take about 10 to 15 minutes. Do you have any questions? If you think of any questions during the interview, please feel free to ask me.**

The fieldworker has completed half the interview.

ENUMERATOR: Can you please indicate your level of satisfaction with various aspects of the event?

RESPONDENT: I'm sorry. I completely forgot that I have to meet friends at 9 o'clock. I have to leave.

ENUMERATOR: Please, if you do not answer, it will look bad for me. We are nearly finished.

RESPONDENT: I have to leave. Sorry.

ENUMERATOR: (yelling) BUT YOU HAVE TO PARTICIPATE BECAUSE YOU SAID YOU WOULD. IF YOU DO NOT, YOU HAVE WASTED YOUR TIME AND MINE! YOUR FRIENDS CAN WAIT. THEY MAY NOT HAVE ARRIVED AS YET. THERE WAS A LOT OF TRAFFIC TO GET HERE!

## **5. SAMPLING AND VOLUME COUNTS**

Please note that every event and instrument will have its own sampling framework and strategy to undertake volume counts, if not a ticketed event.

### **5.1 Sampling for attendee surveys**

- In general, face-to-face interviews will be 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 will be concentrated at the main event venues and where the largest number of attendees is expected. Additionally, most interviews will be conducted during the latter days of multiple day events to permit attendees to experience the event.
- A spatially based, systematic sampling approach will be used. Fieldworkers will be placed at specific locations in the designated areas/ venues at specific times. The first respondent will be purposively chosen, that is, at the discretion of the fieldworker. Thereafter, on completion of the questionnaire, the 10th person that passes by the respondent will be chosen. The fieldworker will continue with this approach until the number of questionnaires allocated to the fieldworker has been completed. He/ she will then report to the research supervisor who will check the questionnaires and collect them. It is strongly advised that initially fieldworkers be given a few (2-5) questionnaires that need to be thoroughly checked to address concerns. Once the supervisor is confident that the data is being collected properly, the number of questionnaires allocated can be increased.
- There are screening questions that the fieldworker must use to ascertain whether to continue with the full survey or not. In this regard, the following broad aspects need to be noted:
  - o Only adults (over 18 years) can be interviewed for ethical purposes
  - o If the respondent has undertaken this interview previously, they should not do so again
  - o Please note that at any time it is the right of the respondent to decline to participate in the interview as discussed in the ethics section. The next person should be approached. Also note that if a person is unable to respond, e.g. drunk, refuses etc. this should be noted and the next person should be approached
  - o If respondents do not understand the language of the respondent, do not conduct the interview but communicate this to the field supervisor.

### **5.2 Sampling for organiser surveys**

- The organiser of the event will be contacted to complete the survey electronically
- If necessary, follow-up interviews will be conducted with event organiser/s if clarification or additional information is required
- The survey will be completed after the event.

### **5.3 Volume attendee counts for open events**

- Attempts should be made to undertake volume estimates at non-ticketed events. The process will be outlined for each event. Records should be kept of these estimates.

#### 5.4 Attendee counts for ticketed events

- Solicit ticket sales, complementary tickets, number of participants (including staff and entourage), etc. from event organiser.

### 6. SURVEY COMPONENTS

The following survey components are section and question specific in relation to the survey to guide the fieldworkers.

- The details for official use need to be filled in by the fieldworker prior to the completion of the questionnaire
- Name of event – clearly state name of event and year
- Questionnaire number – this will be inserted by the data capturers since each survey must have a unique identification number
- Date – insert the date when the interview is conducted
- Venue – insert the location where the interview is being conducted
- Name of fieldworker – write the name of the person conducting the interview
- Cross (X) appropriate box or boxes (for multiple response questions) for ALL closed-ended questions.

It is anticipated that most event organiser surveys will be self-completion surveys. However, as researchers on the project we all need to be aware of what we expect and what the questionnaire entails in order to:

- Clarify questions/ issues if raised.
- Check completed surveys for consistency and correctness – we may need to clarify specific responses verbally
- Undertake face-to-face and/ or telephonic surveys, if needed

#### 6.1 Attendee survey

Please note that aspects raised in bold font indicate questions that are unique to specific types of events.

#### **A. ATTENDEE INFORMATION**

A.1 Overnight visitors are tourists while day-trippers are those who travel from areas outside the local event city/ suburb to attend the event and return on the same day to their place of residence (one response only).

A.1.1 This question is only for those who are not local residents. If respondent is visiting from outside South Africa, then specify the name of the country (NOT city/ suburb, region, etc.) where the respondent resides. Please note that this does not necessarily indicate the nationality of the respondent, for example, one can be South African but be living in Germany. If from South Africa, indicate name of province (one response only).

A.2 This is to establish the best description of the immediate group. Please cross (X) N/A if alone.

A.3 This question will have options specific to the event. For example, if a two-day event, the question will only have 1 and 2 as options (one response only). Please note that this question will be deleted for one day events.

A.4 If attended event previously, specify number. As part of the orientation you will be informed of the number of times the event has been held previously which will also be included in the survey. This can help you establish whether the respondent is possibly confusing the event with other, similar events. Should not exceed the number of years the event was held previously.

A.5 This question provides an indication of event satisfaction and intent to attend the event if held again. The reason/s for non-attendance is/are therefore important since it screens whether this is because of dissatisfaction with the event or alternate plans/ commitments.

**For events with spectators and participants (such as sporting events), the following questions are included in this section:**

**Are you a spectator or participant?**

Spectator	Participant
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**If you are a participant, how many persons are accompanying you to this event?**

1	2	3	4	5	> 5 (specify)
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- If respondent is a spectator or a participant. Cross (x) one response.
- If a participant, indicate how many persons are accompanying you to the event? Cross (x) one response.

## B. CONSUMER BEHAVIOUR

This is the most important (and difficult/complex) section for the economic impact assessment.

**For conference type events, the following questions will be included in this section:**

**Are you travelling alone or with an accompanying person(s) spending money together?**

Alone	Number of accompanying person(s):
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Indicate the number of persons accompanying you who are not attending the event. \_\_\_\_\_

- If respondent is travelling alone or with an accompanying person/s spending money together. Cross (x) one response and indicate number of accompanying person/s, if applicable.
- Please note that the second part of this question requires the respondent to indicate the number of person/s accompanying the respondent who is/ are not attending the event. Only answer question if respondent is being accompanied by person/s and state number.

B.1 This is for spend by the individual (that is, yourself referring to the person being interviewed) in specific categories for the entire duration of the event. Please note "0" if no money spent on the stated category and

“X” if respondent cannot recall or guess in the column provided. In all other categories indicate the amount in the first column. Therefore all categories will have a response. Amount to be in Rands (no cents). If the respondent is a foreigner and you cannot do the exchange, state the amount and clearly indicate which currency is being used. The calculations can be completed during data inputting. Accommodation is usually for visitors only and not locals. However, during some events (such as the Cape Town International Jazz Festival) it is known that locals book into hotels. It is imperative that the overall total estimate is recorded since this is the most important figure to obtain. Please note that the overall total will not necessarily be the sum of the figures already provided since it is possible that a respondent may know the overall amount spent but may not know the exact amounts for the different categories.

B.2 Cross (x) only 1 response in the rating scale indicated. Please note distinction for foreigners (ask how important was the event to come to South Africa) and for South Africans (ask how important was the event to come to the host city in which interview is taking place). This question is not for locals.

B.2.1 Note that only respondents (visitors) who answered very unimportant, unimportant or neutral in B4 will answer this question. Only 1 response permitted as we are looking for the main primary reason. Please specify primary reason if other.

B.3 This question is only for overnight visitors. For each the city/ town where the event is held and in other areas (outside city/ town where event is being held) that respondent indicated that they spent nights in, establish and insert the number of nights per accommodation type. We are interested in the town/ city and not in specific suburbs within a city/ town. Please note that it is possible that more than one accommodation type could be used in the event location and South Africa. Please clarify if need be that each night can only be in one category. Fieldworkers can double check if the sum of the days the people have given is the total length of their trip - quick calculation of all days and asking them "Am I right that your whole trip is 12 days", for example.

## **C. KNOWLEDGE AND PERCEPTIONS OF THE EVENT**

C.1 Cross (X) only 1 response in the rating scale indicated in relation to their level of interest in the event.

C.2 Identify all mediums (multiple responses permitted) that influenced the respondent to attend the event and specify if other.

C.3 Cross (X) only 1 response in the rating scale indicated in relation to the level of satisfaction with the marketing material provided for the event.

C.4 Cross (X) the main sponsors identified. Specify those not on the list. Please note that the list of sponsors will be event specific and changed for every event. The sponsors for the event will be provided by the event organiser.

C.5 Cross (X) only 1 response in the rating scale indicated for each of the statements. You will notice that each statement expresses an opinion position and therefore we are establishing the level of agreement with this statement.

C.6 Cross (X) only 1 response in the rating scale indicated. In essence, this is an overall rating of the event.

C.7 Cross (X) only 1 response in the rating scale indicated for each of the statements. The statements are grouped thematically in relation to hosting, social impacts, economic impacts and environmental impacts. Similar to C5, each statement expresses an opinion position and therefore we are establishing the level of agreement with this statement. The statements are structured to be self-explanatory. Please note that the statements that are in italics ('Entertainment opportunities related to the event will be provided for local residents', 'Training opportunities have been provided to locals because of this event (e.g. volunteerism, training and skills development etc.)', 'This event causes disruptions to local residents eg traffic congestion, excessive noise etc.', 'The hosting of this event ensures employment opportunities to local community members' and 'This event lead to the establishment of facilities that can be used by local communities in the long-term') are for local attendees only while the rest of the statements are for all attendees (visitors and local residents). Additionally, event specific statements will be included when applicable. For example, the statement 'Events like the Mother City Queer Project (MCQP) help toward tolerance, diversity and unification of sexualities' was included for the MCQP event.

C.8 Cross (X) all the activities (multiple responses permitted) that the respondent participated in or intends participating in. Specify other activities not listed. Please note that the activities are besides the main event. For example, if it is a sporting event the respondent should not be indicating sports if the activity is associated with the event.

C.9 Cross (X) only 1 response in the rating scale provided in relation to whether the respondent would advise friends, relatives or colleagues to attend the event.

C.10 Cross (X) only 1 response in the options provided since we are interested in the main mode of transport used. Please note that this is only for the day when the interview is being conducted and not the entire duration of the event.

## **D. DEMOGRAPHIC PROFILE**

D.1 Cross (X) only 1 response in relation to the category of the age of the respondent or insert number of years in space provided at last birthday. Please indicate clearly if the interviewee did not want to respond and regarded this as confidential. Also, if more than 70 years old the age needs to be specified.

D.2 Cross (X) only 1 response, that is, the highest level of education completed. Note that foreign respondents and some older South Africans may not be familiar with primary and secondary; hence we included <7 yrs and >7 yrs of schooling. If the interviewer is still unclear of the category, note response so that it can be categorised later.

D.3 Monthly net income refers to income taken home after tax deductions. Cross (X) only 1 response in relation to the category provided or insert income amount. For this question responses in other currencies are permitted. Again, please specify currency applicable if not in Rands. It is possible that respondents will deem this information to be confidential, indicate this. Please remember a blank question means that it has not been asked. Please specify if income is more than R50 000.

D.4 The gender (male or female) and historical racial classification of the respondent should be noted rather than asked. Also, the historical racial classification only applies to South Africans.

**Event organisers or stakeholders that the research is being jointly conducted with may request additional questions to be added. For example, for the World Ports Congress, Tourism KwaZulu-Natal requested destination branding questions to be added which included whether or not respondents were familiar with the provincial tourism slogan and logo.**

**PLEASE NOTE:**

- Conduct yourself professionally at all times.
- Write clearly and legibly at all times.
- Use a pencil.
- If no response or unclear, indicate this. A blank question (no response) will be interpreted as a question not asked and therefore an incomplete questionnaire which will have a bearing on the quality of the research.

## 6.2 Event organiser survey

Please provide the following details:

- Name of event
- Name of respondent
- Name of organisation
- Where are you based? (specify city/ town and province)

### A. PROFILE OF BUSINESS

A.1 Indicate (in years) how long the organisation has been involved in organising events.

A.2 Indicate (in years) how long the organisation has been organising the event.

### B. BUDGET AND EXPENDITURE

B.1 Specify overall event budget amount in Rands.

B.1.1 Specify the amount in each category provided in Rands. All other costs can include any expense outside the categories provided (e.g. capital expenditure and salaries/ wages etc.).

B.2 Indicate the amount in Rands derived as overall income from the event. State 0 or none and don't know if applicable.

B.2.1 Indicate the amount in Rands derived as income from the categories listed in the Table. State 0 or none and don't know if applicable. Specify other if applicable.

B.3 List the service providers used and indicate the specific services provided. Also state the amount paid to each of the service providers in Rands and identify whether the service provider was a Previously Disadvantaged (PD) service provider and whether they were local.

B.4 Indicate media exposure leveraged from the event locally, nationally and internationally within specific categories. Specify other if additional type/s of media were used. The name and equivalent Rand value should be provided. Indicate don't know or can't tell, if applicable.

B.5 List the categories of main or supporting sponsors as per the list provided together with cash amount sponsored or estimated in-kind sponsorship value, if applicable. Indicate don't know or can't tell, if applicable.

B.6 Specify the number of attendees according to the different categories provided, where applicable. Indicate don't know, if applicable.

## **C. EMPLOYMENT AND SKILLS DEVELOPMENT**

C.1 Indicate the number of employees your organisation employs on a permanent basis.

C.2 Indicate the number of additional persons who were employed to assist in the preparation of the event, excluding volunteers. A volunteer is defined as an individual who voluntarily assists with the event for a small stipend, in-kind benefit (e.g. a free lunch) or without any financial or non-financial remuneration.

C.2.1 Specify how many additional persons were employed in the different categories provided according to time period, where applicable. Specify other, if applicable.

C.2.2 Specify how many additional persons were employed in the different categories provided according to location level (i.e. local, regional or national), where applicable. Specify other, if applicable.

C.2.3 Describe what aspects additional persons were employed for based on the categories provided, where applicable. Specify other, if applicable.

C.3 Cross (X) only 1 response in the options provided in relation to whether work integrated learners (WIL) or volunteers were used.

C.3.1.1 Indicate the number of volunteers the event organiser used.

C.3.1.2 Describe what aspects persons volunteered for based on the categories provided, where applicable. Specify other, if applicable.

C.4 Cross (X) only 1 response in the options provided in relation to whether staff or volunteers received training.

C.4.1.1 Indicate the number of additional staff, inclusive of volunteers, who received training. Specify other, if applicable.

C.4.1.2 Describe what type of training staff or volunteers received based on the categories provided, where applicable. Specify other, if applicable.

## **D. RESPONSIBLE TOURISM**

D.1 Indicate the responsible tourism initiatives activated for the event from the list provided, where applicable. Specify other, if applicable.

## **E. ORGANISATION OF EVENT**

E.1 Indicate the specific event plans that were put in place from the list provided, where applicable.

## F. SATISFACTION WITH EVENT

F.1 Use the key to indicate level of satisfaction with specific aspects of the event as detailed in the Table. If aspect is rated as poor (4), provide a reason.

F.2 Cross (X) only 1 response in the options provided in relation to whether the event organiser will organise the event next year again.

F.3 Cross (X) only 1 response in the rating scale indicated for each of the statements. You will notice that each statement expresses an opinion position regarding the triple bottom-line impacts of the event, and therefore we are establishing the level of agreement with this statement.

### 6.3 Calculating economic impact

This manual provides an overview of the steps required to undertake an event economic impact analysis. A standardised approach is necessary to be able to compare the economic impact of events of varying type, size and duration. To do this, the methodology proposed for such an economic impact analysis is based on only two sources of data: an attendee survey and an organiser survey. The attendee survey is administered to a sample of visitors that attend the event, while the organiser survey is completed by the event organiser.

#### First step: Attendee numbers

1. An attendee survey must be administered during the course of the event. The sample size should be predetermined in consultation with the event organiser based on the projected number of attendees. For larger events, it is recommended that a minimum sample of 300 attendees should complete questionnaires. Depending on the type of event, these attendees may include event participants and/or spectators.
2. A spatially-based, systematic purposive sampling method is the easiest way to complete the questionnaires. Refer to sampling section in the training manual.
3. The questionnaire should at minimum include the following questions:
  - a. The type of attendee. Distinguish between overnight visitor, day visitor or local.
  - b. The expenditure during the event for the following categories: food, merchandise, shopping, transport, accommodation and other.
4. The organiser must obtain an exact or, in the very least, an approximation of the total number of attendees at the event.
5. To calculate a breakdown of attendee numbers, the questionnaire answers are used to distinguish between the three types of attendees. See Table 1 as example. The share of attendee type in the sample is multiplied by the total number of attendees (for example,  $20547 \times 27.67\% = 5685$ ) to get the actual number of attendees by type.

**Table 1: Example of attendee type breakdown**

	Number	Percentage	N of attendees
Overnight visitor/ tourist	83	27.67	5685
Day-visitors	44	14.66	3014
Local resident	173	57.77	11849
Total	300	100	20547

**Second step: Attendee expenditure**

1. The attendee expenditure is the most important component of the total economic impact. It is therefore necessary to provide an accurate representation of the attendee expenditure.
2. This is done by using the questionnaires to calculate the average amount of expenditure by spending category and type of attendee. This can either be done in Excel or in another statistical programme like Stata or SPSS. Table 2 shows an example of attendee expenditure during an event.
3. Make sure to distinguish carefully between questionnaire respondents that indicate a zero and no answer for the spending categories. Including zeros when the respondents failed to fill in the categories may lead to underestimating the total spending by attendee.

**Table 2: Example of attendee expenditure breakdown by spend category**

	Food	Merchandise	Shopping	Transport	Accommodation	Other
Overnight visitor /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

**Third step: Including the visitor expenditure in the overall economic impact**

1. Once the attendee expenditure amounts have been calculated, these averages should be included in the economic impact assessment. To do this, each of the attendee expenditure averages should be multiplied by 1) the number of event participants (by type) and 2) the weighting of that expenditure category.
2. Only two types of attendee spending is included in the economic impact assessment: overnight visitors and day-visitors. Locals are not included in any economic impact assessment as their expenditure; it is assumed in this methodological approach, would have occurred in the region in any case. It is therefore considered pure substitution of spend, however it is interesting to capture to ascertain differences in spending patterns between locals and visitors.
3. The weighting is also assumed to be uniformly 80% of the total spending, meaning that 80% of the total spending by category will be in the local economy. The only exception is the category 'transport' where only a 20% local impact is assumed.

4. Table 3 reports how these numbers appear in the visitor expenditure part of the economic impact assessment.

**Table 3: Example of visitor expenditure part of economic impact assessment**

Category	Type		Expenditure per visitor	Number of visitors	Local share	Local impact
Visitor expenditure	Overnight visitor/ tourist	Food	R1 070.96	5685	0.80	R4 870 726
		Merchandise	R226.22	5685	0.80	R1 028 849
		Shopping	R370.41	5685	0.80	R1 684 625
		Transport	R1 194.82	5685	0.20	R1 358 510
		Accom	R3 860.70	5685	0.80	R17 558 464
		Other	R187.45	5685	0.80	R852 523
	Day-trippers	Food	R539.68	3014	0.80	R1 301 276
		Merchandise	R42.02	3014	0.80	R101 319
		Shopping	R43.95	3014	0.80	R105 972
		Transport	R526.91	3014	0.20	R317 621
		Accom	R0	3014	0.80	0
		Other	R45.77	3014	0.80	R110 361

#### Fourth step: Organiser spending

1. To measure the economic impact, organiser spending is also required. This is obtained from the organiser survey, which should include a question pertaining to the spending categories of the organiser.
2. The categories of spending usually provided by the event organiser are: capital expenditure, salaries and wages, advertising and marketing, travelling and accommodation, and other expenditure.
3. All these expenditure categories get a 100% weighting except for travelling and accommodation, which is weighted at 50%. **Please note that these are assumed weightings and if a more accurate weighting is known for each of these categories, (for example 20% of locals were employed, then a weighting of 20% should be used for salaries instead), then the weighting for each category can be adjusted accordingly to provide a more accurate assessment of economic impact on the local economy.**
4. Where organiser expenditure is unavailable (or refused for whatever reason), it can be substituted with organiser income. This is however not an ideal and should be avoided where possible. Because the disaggregated information about how organisers spend their income is missing, there is no way to weight the income categories that aligns with the expenditure types. Using income will therefore always be a less accurate reflection of the economic impact than using expenditure.
5. Table 4 provides the breakdown of the organiser expenditure part of the economic impact assessment.

**Table 4: Example of breakdown of organiser expenditure**

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

**Fifth step: Calculating economic impact**

1. The fifth step is to calculate the total economic impact. This is done by simply adding the rows of visitor expenditure and organiser expenditure. Table 5 below demonstrates. **Please note that all calculations have been rounded off to the nearest whole number.**
2. Once the total direct economic impact has been calculated, the total economic impact (direct plus indirect) can be calculated by adding a multiplier. Two multipliers are used to provide a range of the likely impact of the event: 1.1 and 1.4.
3. The total direct impact must therefore be multiplied by 1.1 to provide the lower-bound estimate of the total economic impact, and multiplied by 1.4 to provide the upper-bound estimate of the total economic impact.

**Table 5: Example of total economic impact**

Category	Type		Expenditure per visitor	Number of visitors	Local share	Local impact
Visitor expenditure	Overnight visitors/ tourists	Food	R1 070.96	5685	0.80	R4 870 726
		Merchandise	R226.22	5685	0.80	R1 028 849
		Shopping	R370.41	5685	0.80	R1 684 625
		Transport	R1 194.82	5685	0.20	R1 358 510
		Accom	R3 860.70	5685	0.80	R17 558 464
		Other	R187.45	5685	0.80	R852 523
	Day-trippers	Food	R539.68	3014	0.80	R1 301 276
		Merchandise	R42.02	3014	0.80	R101 319
		Shopping	R43.95	3014	0.80	R105 972
		Transport	R526.91	3014	0.20	R317 621
		Accom	R0	3014	0.80	0
		Other	R45.77	3014	0.80	R110 361
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
Total direct impact (A)						R35 665 246
Indirect impact (low) (A x 0.1)						R3 566 525
Total impact (low) (A x 1.1)						R39 231 771
Indirect impact (high) (A x 0.4)						R14 266 098
Total impact (high) (A x 1.4)						R49 931 344

### Sixth step: Public multiplier

1. Finally, a public multiplier can also be calculated to allow for comparison across events. A public multiplier measures the size of the impact the event generates from government (local, provincial and national) funding. The multiplier is calculated by dividing the lower-bound total economic impact by the amount government spent on the event (also obtained from the event organiser). This should be between one and infinity.

2. If a number between 0 and 1 is preferred, the number calculated (y) should be put through the following equation:  $(y-1)/(Y+1)$ . This will standardise the public multiplier between 0 and 1.
3. Assuming that the above hypothetical event received a public contribution of R500 000, the public multiplier would be 78.46. (as a cautionary measure the lower bound economic impact is used for this calculation),  $(R39\ 231\ 771/R500\ 000) = 78.46$ .) This indicates that for every Rand spent of public money a return of R78.47 was generated. If a number between 0 and 1 is preferred, it will be  $(78.46-1)/(78.46+1) = 0.97$ . This value is used as an indicator of returns generated from public funds spent. Values closer to 1 indicate a higher return on every Rand spent while values closer to zero indicate a lower return.

There are of course strong assumptions and possibly economic interactions that are not accounted for when many different actions are simplified to such an extent, but the benefit of this approach is to allow for 1) a calculation of the economic impact with the minimum amount of information and to 2) compare economic impacts across events of varying type, size and duration.

## **7. APPENDICES**

**7.1 EVENT ATTENDEES SURVEY**

**7.2 ORGANISER SURVEY**



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

### EVENT ATTENDEES SURVEY

#### OFFICIAL USE ONLY

Name of event: \_\_\_\_\_

Year of event: \_\_\_\_\_ Date: \_\_\_\_\_

Questionnaire #: \_\_\_\_\_

Venue: \_\_\_\_\_

Name of fieldworker: \_\_\_\_\_

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

Please note that all answers will be kept confidential and presented anonymously to the National Department of Tourism.

**Thank you for your participation!**

#### A. ATTENDEE INFORMATION

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

Overnight visitor/ tourist	Day-visitor	Local resident (from city/ town where event is held)
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##### 1.1. If you are a tourist (overnight person from outside the area) or day-visitor, where are you from?

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

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

N/A (alone)	Friends	Family	Friends and family	School group	Business associates	Tour group	Other (specify)
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##### 3. How many days of the event did you / or will you be attending?

1	2	3
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##### 4. Have you attended this event in previous years? (Not to exceed number of years event was held previously)

Yes (indicate number attended previously)	No
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##### 5. Would you attend this event if it was held again?

Yes	No (provide a reason)
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#### B. CONSUMER BEHAVIOR

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

Item	Amount in Rands	None (O) or Cannot recall (X)
Tickets / entrance/ registration fees		
Food and drinks		
Event merchandise / event-related articles		
Shopping		

Item	Amount in Rands	None (O) or Cannot recall (X)
Transportation, including airfares and travel within South Africa		
Accommodation		
Other (entertainment, visits to attractions, etc.)		
Overall total estimate (most important figure to obtain)		

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

1. Very unimportant	2. Unimportant	3. Neutral	4. Important	5. Very important
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**2.1. If very unimportant, unimportant or neutral, what was your primary reason for visiting the area in which the event is being held?**

Holiday	Business	Visiting friends and relatives (VFR)	Shopping	Health/ medical	Other (specify)
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**3. If an overnight visitor, how many nights did/will you spend during your visit to city/ town where event is held as well as in other areas in South Africa, and in what type of accommodation? (indicate number of nights where applicable).**

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

**C. KNOWLEDGE AND PERCEPTIONS OF EVENT AND DESTINATION**

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

No interest	Low	Average	High	Very high
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**2. Which of the following influenced you to attend this event? Multiple responses permitted.**

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

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

Poor	Satisfactory	Good	Excellent
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**4. Who are the main sponsors of the event? (unaided) Multiple responses permitted.**

Don't know	Sponsor 1	Sponsor 2	Sponsor 3	Sponsor 4	Other (specify)
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5. Please indicate the level of agreement with the following statements about the event (select one option for each variable).

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

6. How would you generally rate your experience at the event?

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

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

This event lead to the establishment of facilities that can be used by local communities in the long-term					
<b>Environmental Impacts</b>					
This event creates opportunities for environmental education and awareness					

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

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

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

Yes, definitely	Possibly	No, definitely not
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**10. What was the main mode of transport you used to get to the event today?**

Private vehicle	Motorcoach/bus	Rental car	Walked	Taxi	Shuttle	Train	Minibus Taxi	Other (specify)
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#### **D. DEMOGRAPHIC PROFILE**

**1. What is your age or can you provide with an age range? \_\_\_\_\_ years**

<20	21 - 30	31 - 40	41 - 50	51 - 60	61 - 70	70+ (specify)
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**2. Highest level of education attained**

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

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

R1 - R8000	R 8001 - R 10 000	R 10 001 - R 20 000	R 20 001 - R 30 000	R 30 001 - R 40 000	R 40 001 - R50 000	>R 50 000 (specify)	Confidential
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**4. INTERVIEWER TO NOTE**

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

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



## ORGANISER SURVEY

**NAME OF RESPONDENT:** \_\_\_\_\_

**NAME OF ORGANISATION:** \_\_\_\_\_

**WHERE ARE YOU BASED:**

Specify city/town: \_\_\_\_\_

Specify province: \_\_\_\_\_

### A. PROFILE OF BUSINESS

1. How many years **has the organisation been** involved in organising events? \_\_\_\_\_

2. How many times **has the organisation** organised this event? \_\_\_\_\_

### B. BUDGET AND EXPENDITURE

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

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

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

2. What was your company's overall income for this event? \_\_\_\_\_

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

INCOME	AMOUNT
Private sponsorships received	
Public sponsorships received	
Income from broadcasting/media rights	
Income from ticket sales	
Income from participant/delegate/registration fees	
Income from hospitality packages	
Income from stallholders/exhibitor fees	
Other (specify)	



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

Speakers	Delegates	Participants	Attendees	Media	Support crew

**C. EMPLOYMENT AND SKILLS DEVELOPMENT**

**1. How many people does your business employ during the course of the year on a permanent basis?**

\_\_\_\_\_

**2. How many additional persons were employed to assist in the preparation for or during the event, excluding volunteers?** \_\_\_\_\_

*Note: A volunteer is defined as an individual who voluntarily assists with the event for a small stipend, in-kind benefit (e.g. a free lunch) or without any financial or non-financial remuneration.*

**2.1. On average, how long were these additional persons employed for, and how many persons in the different categories? Please leave blank if none or NA.**

	Number of additional employees
Permanent	
Temporary/ Casual - 1 day	
Temporary/ Casual - 1 week	
Temporary/ Casual - 1 month	
Temporary/ Casual - > month	
Other (specify)	

**2.2. On average, how many of these additional persons employed for were local (i.e. from the City of Durban), regional (KZN) or national, and how long were these additional persons employed for in the different categories? Please leave blank if none or NA.**

	Number of additional employees – local	Number of additional employees – regional	Number of additional employees – national
Permanent			
Temporary/ Casual - 1 day			
Temporary/ Casual - 1 week			
Temporary/ Casual - 1 month			
Temporary/ Casual - > month			
Other (specify)			

**2.3. What aspects did these additional persons assist with? Multiple responses permitted.**

Administrative support staff		Sales and marketing	
Technical support (lighting, sound, etc.)		Hospitality (waitressing, hosting, etc.)	
Drivers/ transport		Cleaning services	
Safety and security services		Media and communication	
Infrastructural support (set-up of venue)		Artist/ participant management	
Other (specify)			

**3. Did you have work-integrated learning (WIL) or any volunteers assist you for the event?**

Yes	No
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**3.1. If Yes,**

**3.1.1. How many assisted with the event?** \_\_\_\_\_

**3.1.2. What aspects did they assist with? Multiple responses permitted.**

Administrative support staff		Sales and marketing	
Technical support (lighting, sound, etc.)		Hospitality (waitressing, hosting, etc.)	
Drivers/ transport		Cleaning services	
Safety and security services		Media and communication	
Infrastructural support (set-up of venue)		Artist/ participant management	
Other (specify)			

**4. Did additional staff or volunteers receive any training because of the event?**

Yes	No
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**4.1. If Yes,**

**4.1.1. How many were trained?** \_\_\_\_\_

**4.1.2. What type of training did they receive? Multiple responses permitted.**

Administration and management		Operations in relation to physical infrastructure (lighting, sound, fencing, etc.)	
Hospitality and catering		Design and décor	
Transport logistics		Advertising, media and branding	
Safety and security		Sales and marketing of goods and services	
Other (specify)			

**D. RESPONSIBLE TOURISM**

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

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

## E. ORGANISATION OF EVENT

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

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

## F. SATISFACTION WITH EVENT

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

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

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

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

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

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

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

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

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