

Travel and Adventure Show 2016

Top Line Summary Report



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Positive Highlights



- 96% of the respondents indicated that the show was useful.
- 78% of the respondents indicated that the show would help them make better travel decisions.
- 91% of the respondents indicated that they would attend the show in future.
- 98% indicated that they had an excellent or good experience at the show.
- 97% would recommend this event to family and friends.
- Of the respondents who were visitors to Durban, 62% indicated that they would travel to Durban in the next 12 months for a holiday.

Methodology



- Face-to-face survey with a probability sample of 155 consumer respondents over the 2 days of the event, 9 - 10 July 2016.
- Respondents were systematically selected throughout the 2-day period of the event.
- Made use of the internationally accepted 'representative sampling' research methodology for the event (see next slide)

Methodology (cont'd.)



Representative Sampling

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

Two advantages

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

National Department of Tourism: Accepted Standards

10 people in a room – interview all 10.

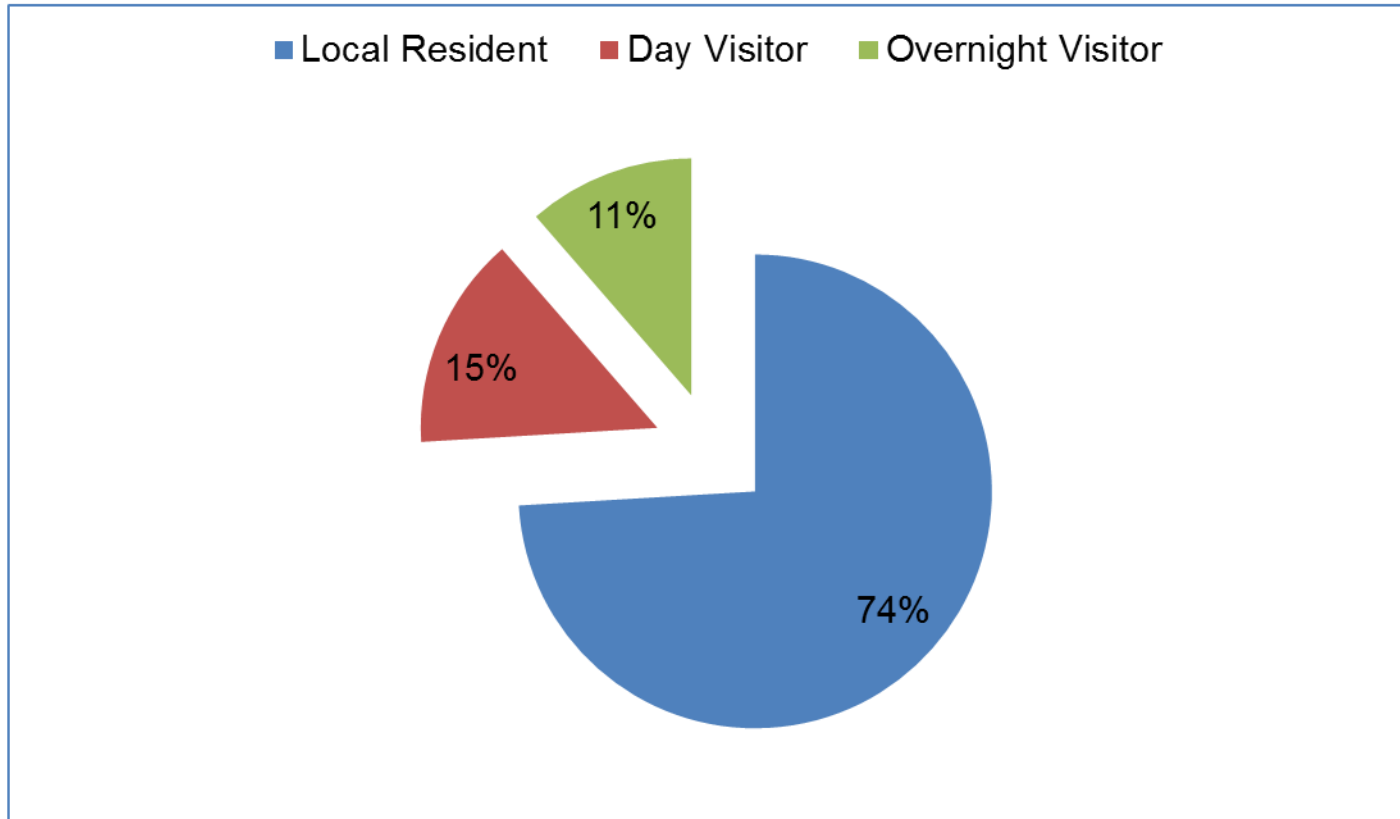
100 people in a room – safe with 40-50 surveys.

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

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

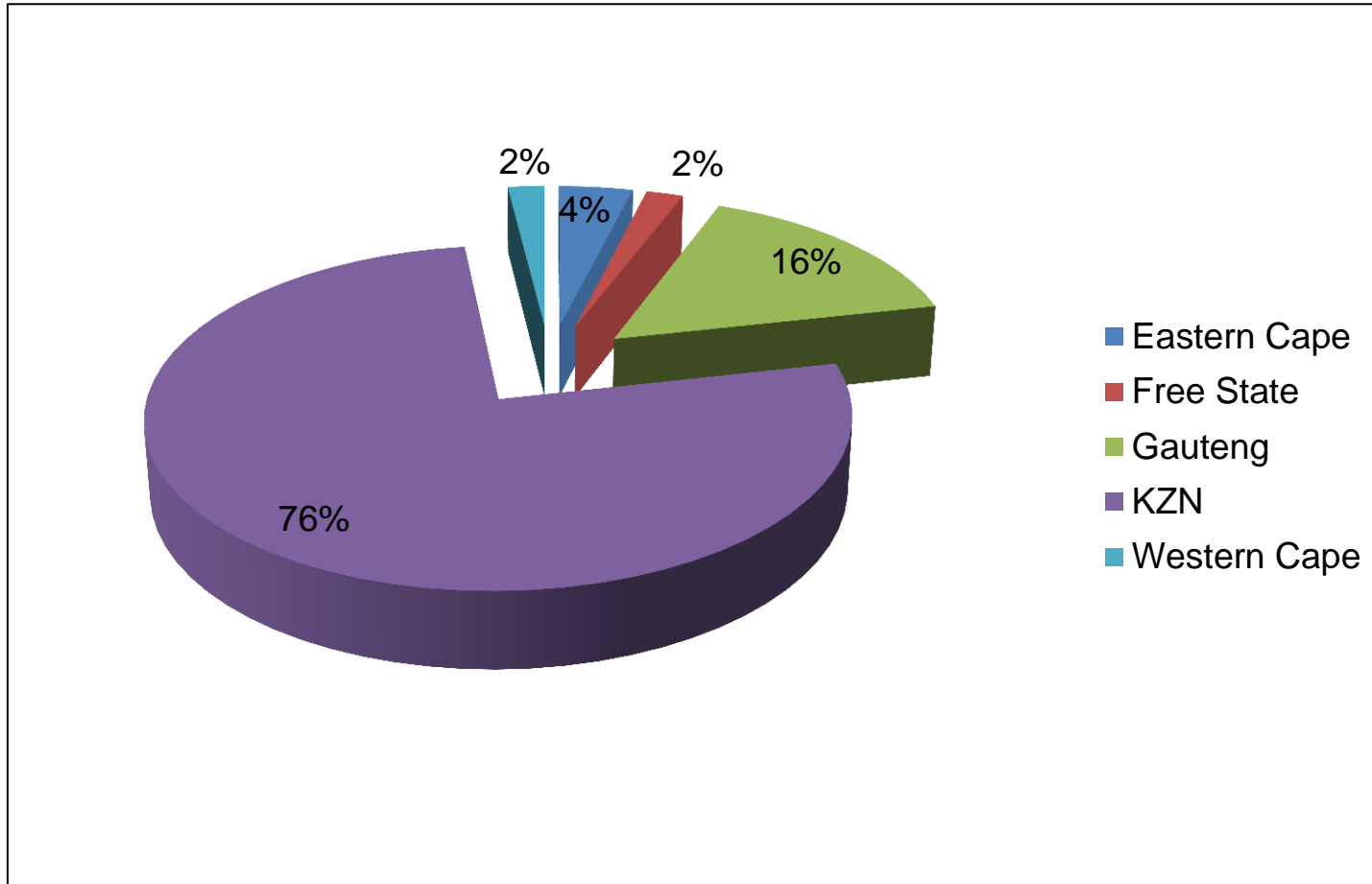
i.e. If the sample size grows to more than 400 (in relation to the population), any addition to the sample size **becomes statistically irrelevant**.

Nature of Respondents



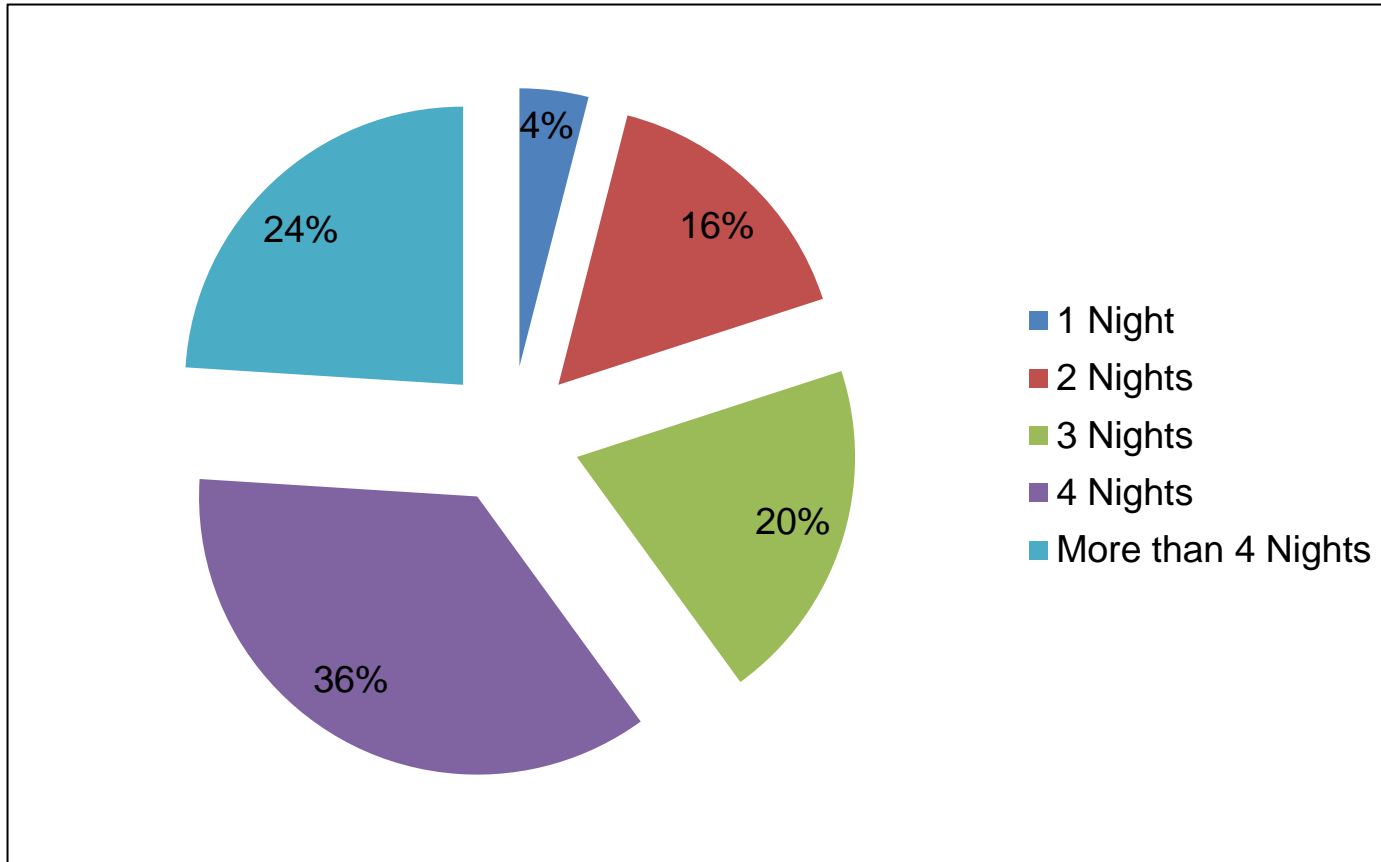
74% of the respondents who attended the Travel and Adventure Show were *local residents*, while 15% were *day visitors* and 11% *overnight visitors*. The high proportion of *local residents* respondents is to be expected, due to the main show, (The House and Garden Show), being a local event.

Provinces



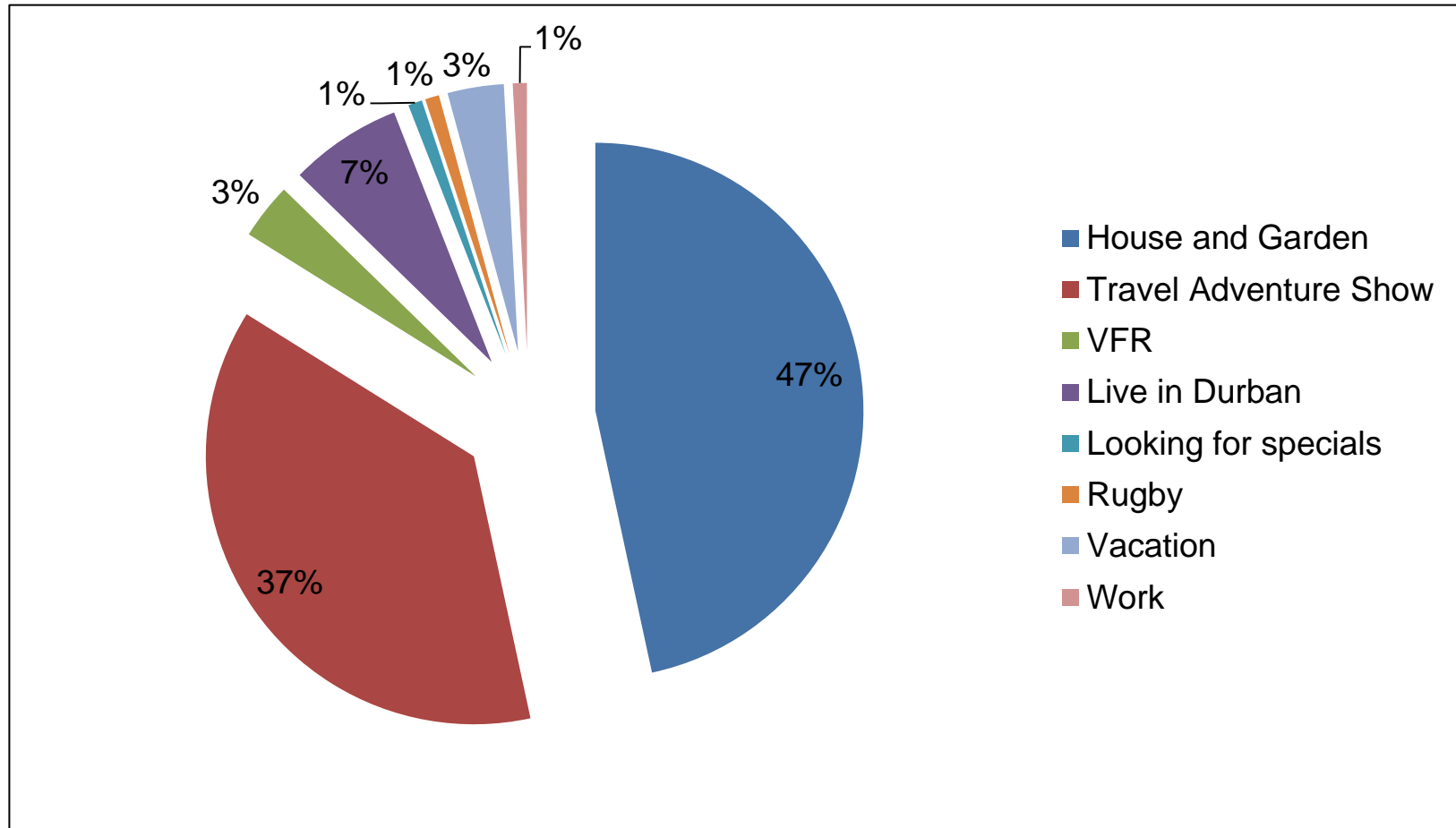
As expected, most of the respondents were from KZN, with a significant number from Gauteng (16%). The significant attendance from other provinces, is likely to have been a result of the show being held during the school holidays.

Length of stay – All Respondents



Of those respondents who were visitors, 80% stayed for 3 nights and more. As indicated in the previous slide, the visitors were probably in Durban for the winter school holidays.

Primary Reason

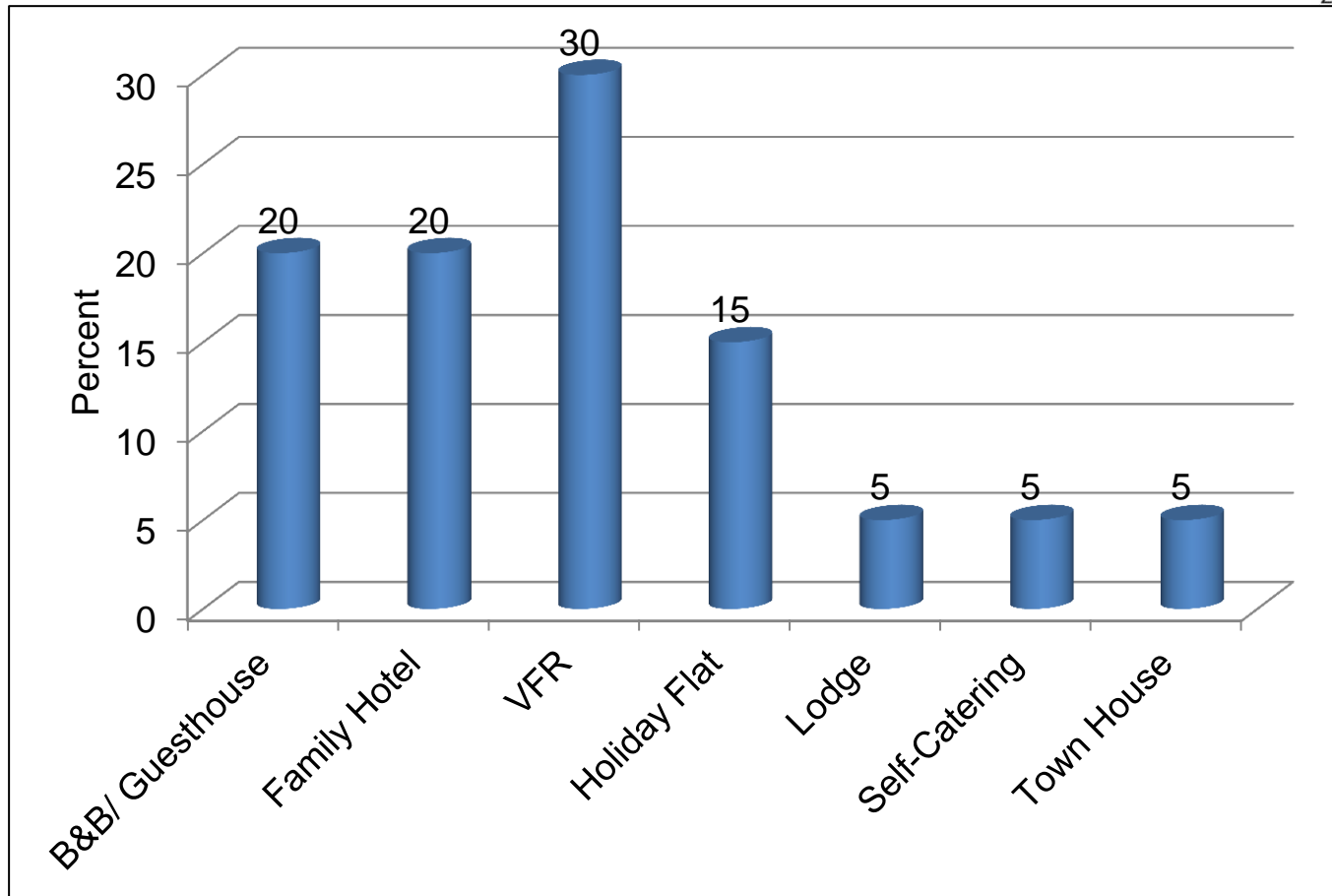


Most of the respondents were attending either the House and Garden Show (47%) or the Travel Adventure Show (37%).

Accommodation



Zulu Kingdom. Exceptional



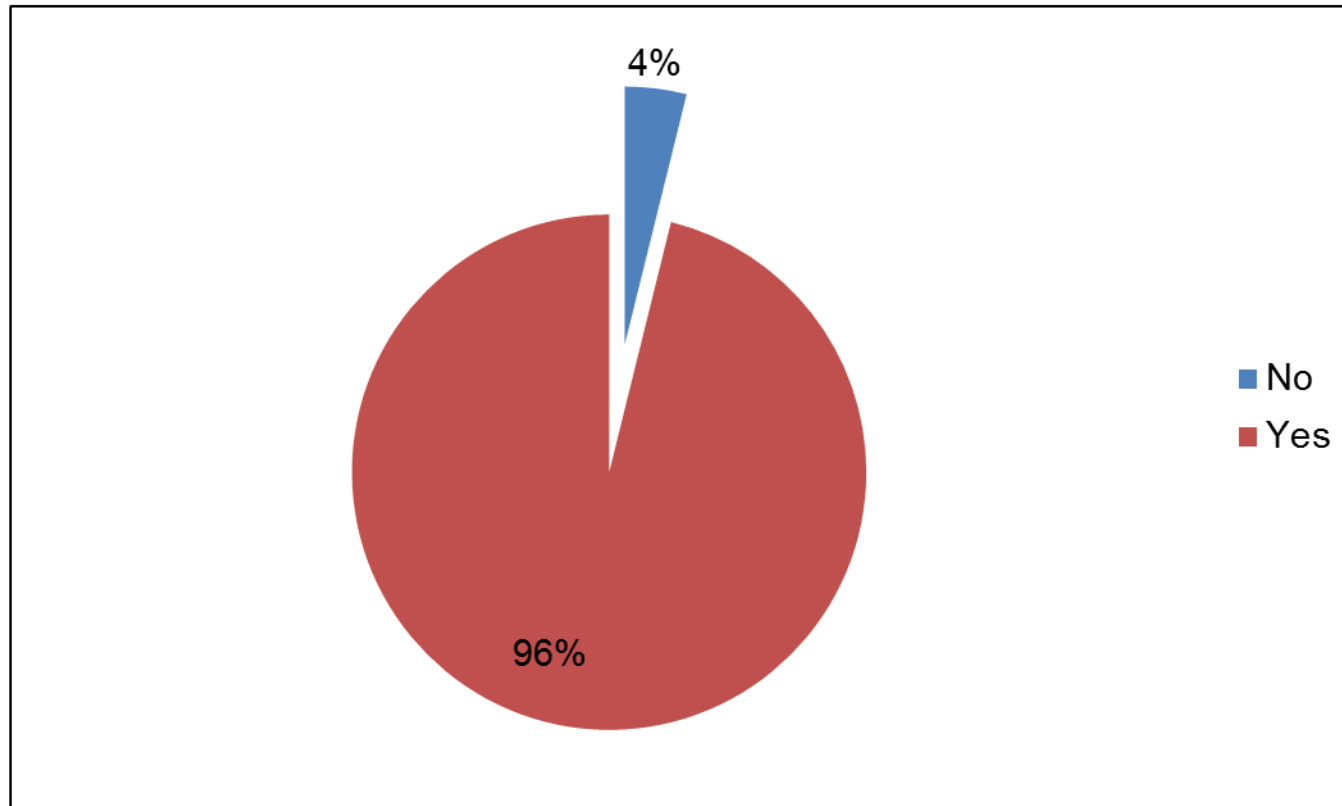
Of those respondents who stayed overnight, 30% stayed with friends and relatives. Once again this supports the notion that people who were on holiday in Durban also attended the show. This show can thus become a drawcard for visiting Durban during the winter school holidays.

Influenced to Attend?

How Found Out	Percent
Attended Before	4
When I arrived	9
Invited by Tourism KwaZulu-Natal	1
Newspapers/Magazines	13
Posters/Banners/Flyers	19
Radio	27
TV	4
Word of Mouth	22
Everywhere	1
Invited by Arts and Culture	1

Radio, word-of-mouth and posters/banners and flyers were the most significant influencers on respondents decision to attend the event.

Usefulness

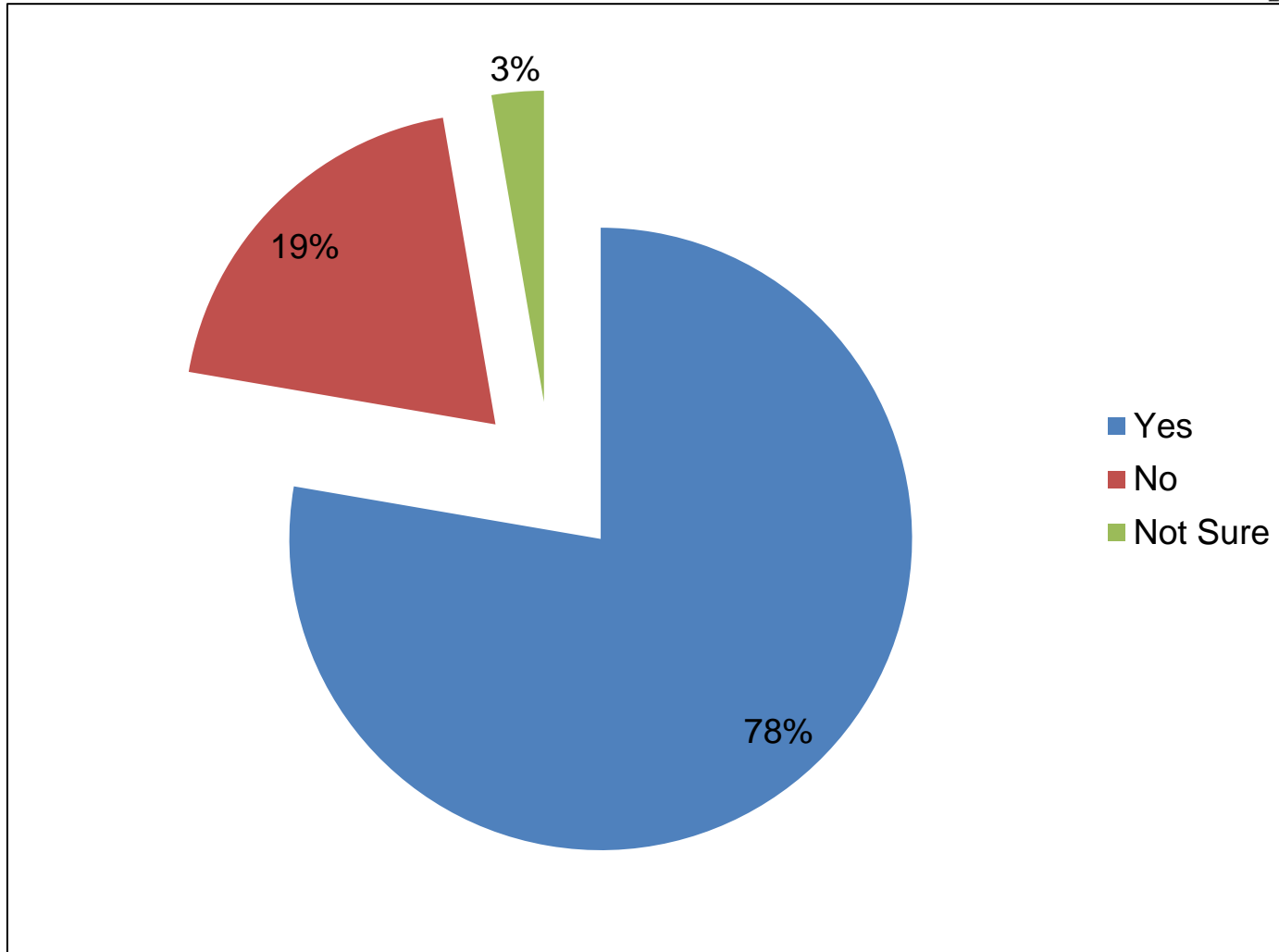


Of those respondents who attended the Travel and Adventure show, 96% indicated that the show was useful, in that it improved their knowledge of what options were available. This bodes well for the future of this show.

Better Decisions

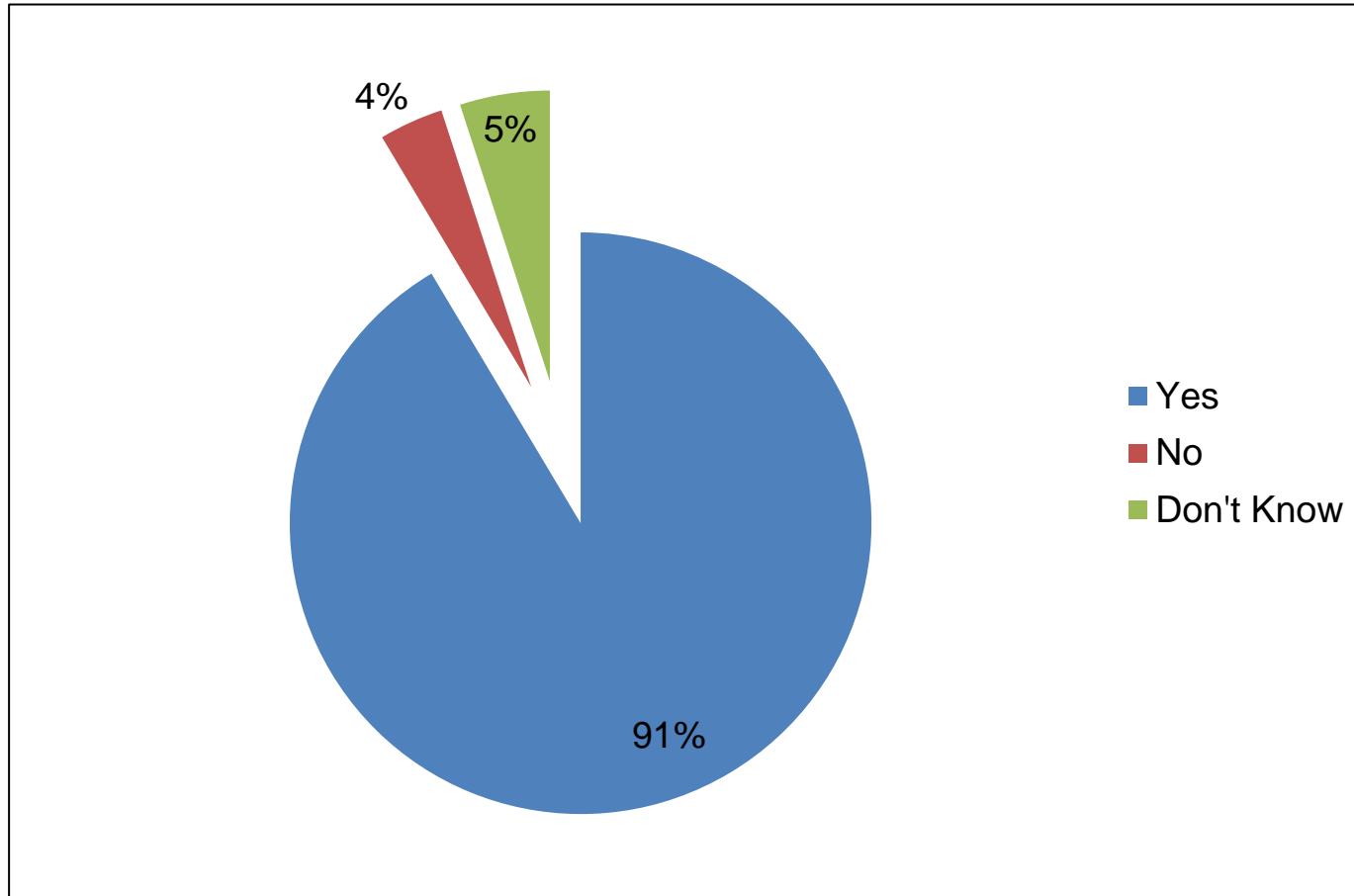


Zulu Kingdom. Exceptional



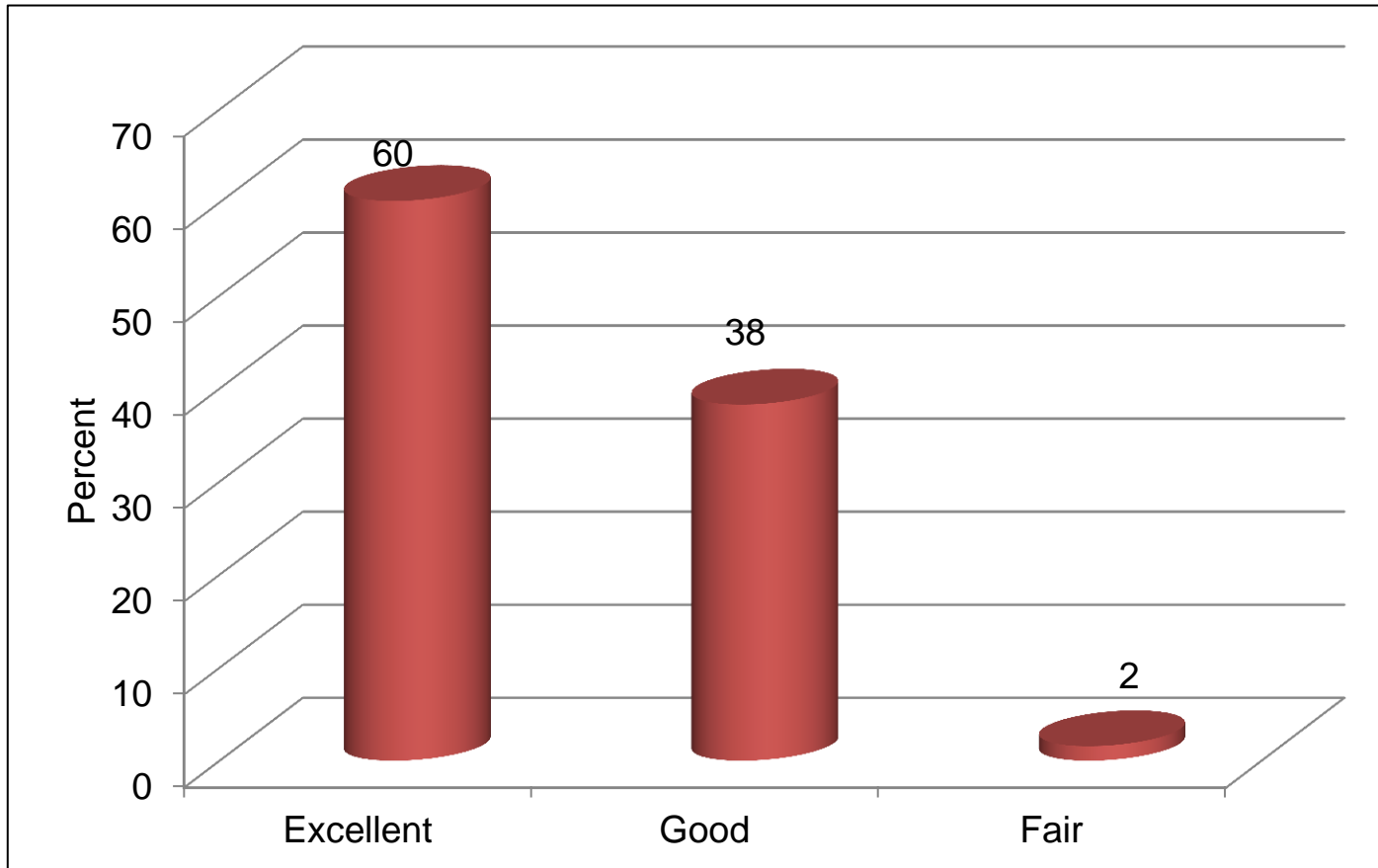
About 78% of the respondents indicated that attending the Travel and Adventure show assisted them to make better travel decisions.

Attend Again?



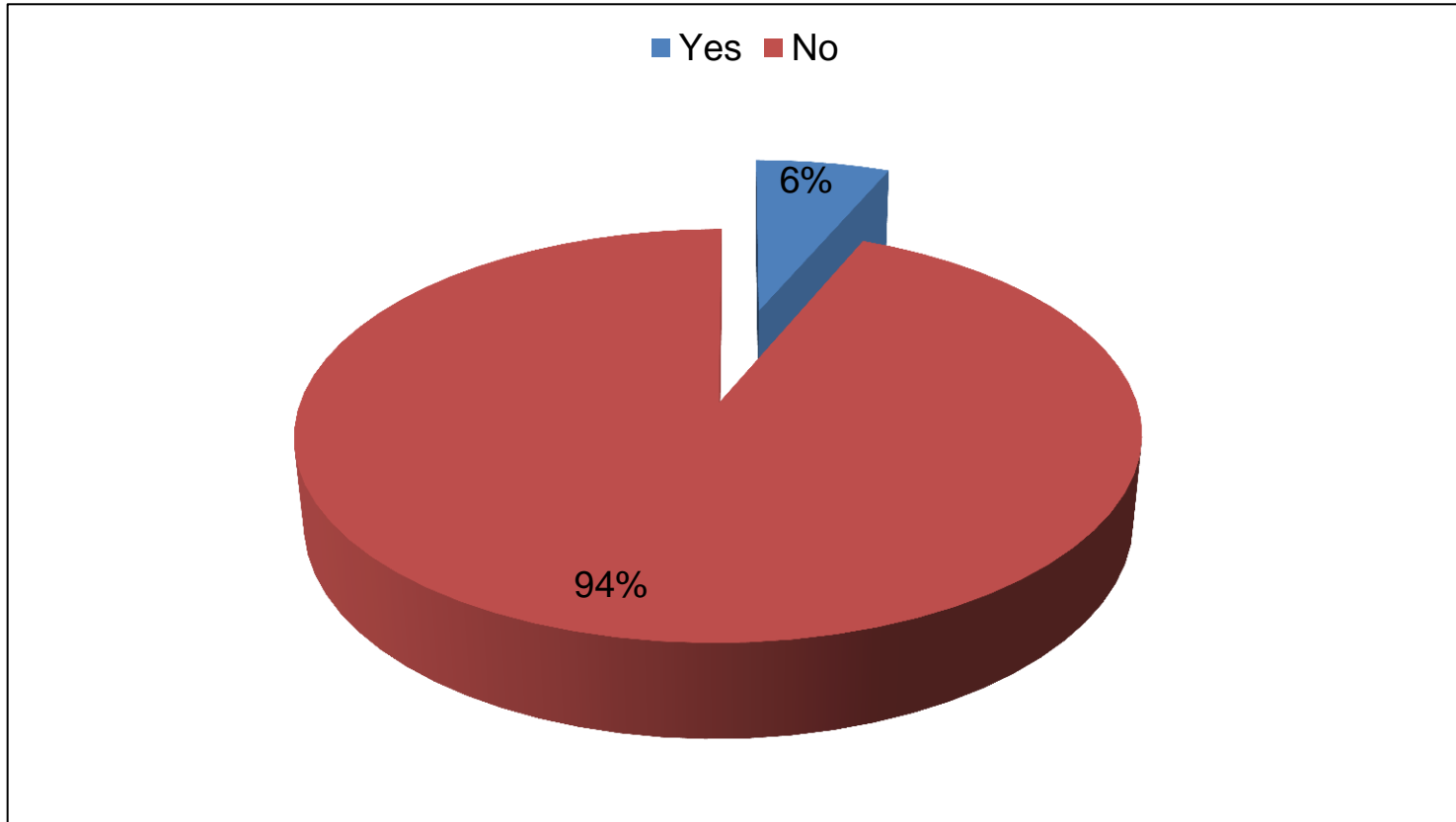
Almost all of the respondents indicated that they would attend the event again. About 5% indicated that they were not sure if they would attend the event again. However, this slide does indicate that the event is a popular one.

Experience Rating



Most of the respondents had a 'good' or 'excellent' experience at the event. This shows that the event was well organized and useful.

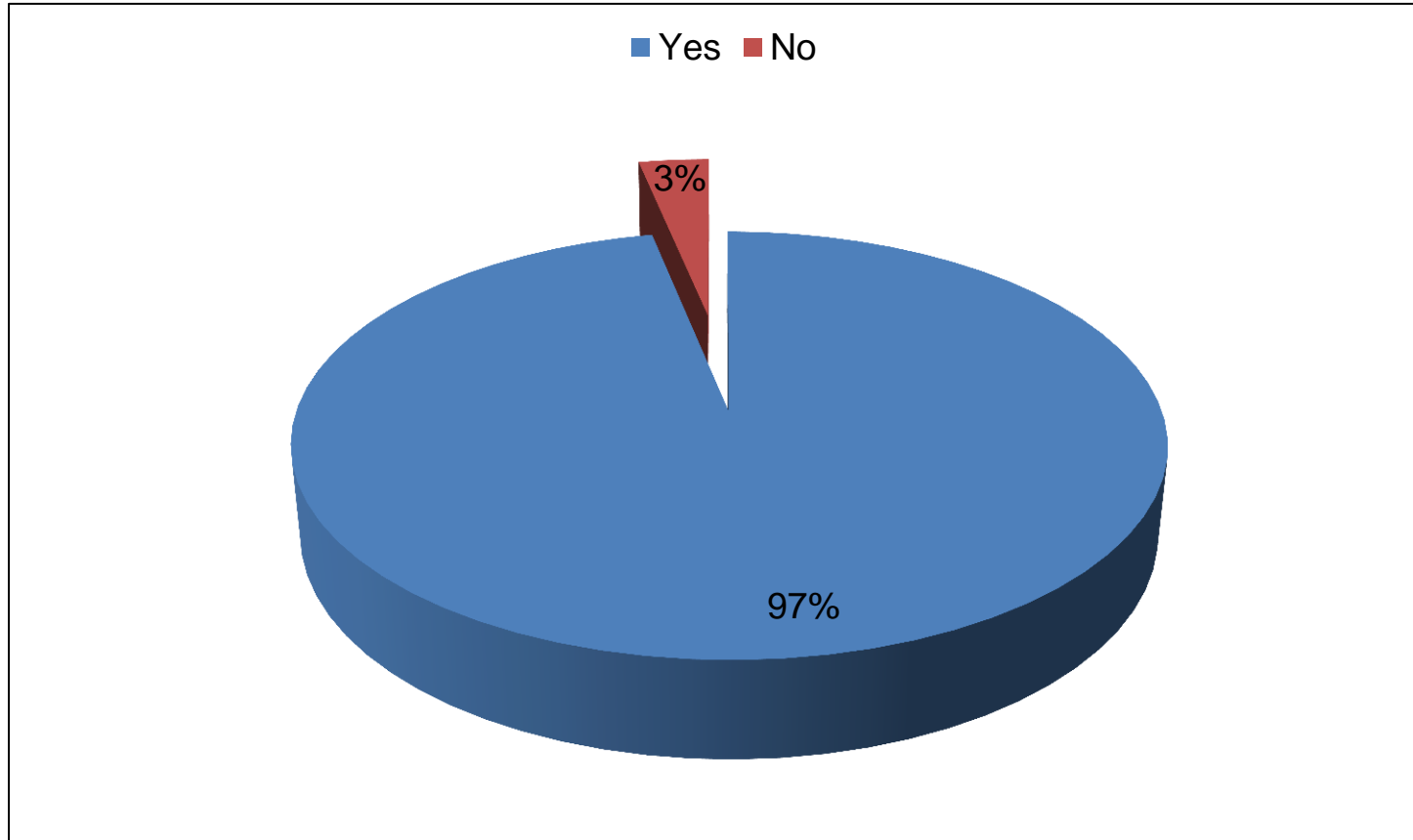
Experience Problems?



94% of the respondents indicated that they had not experienced any problems at the event. This is a further indication that the event was well organised.

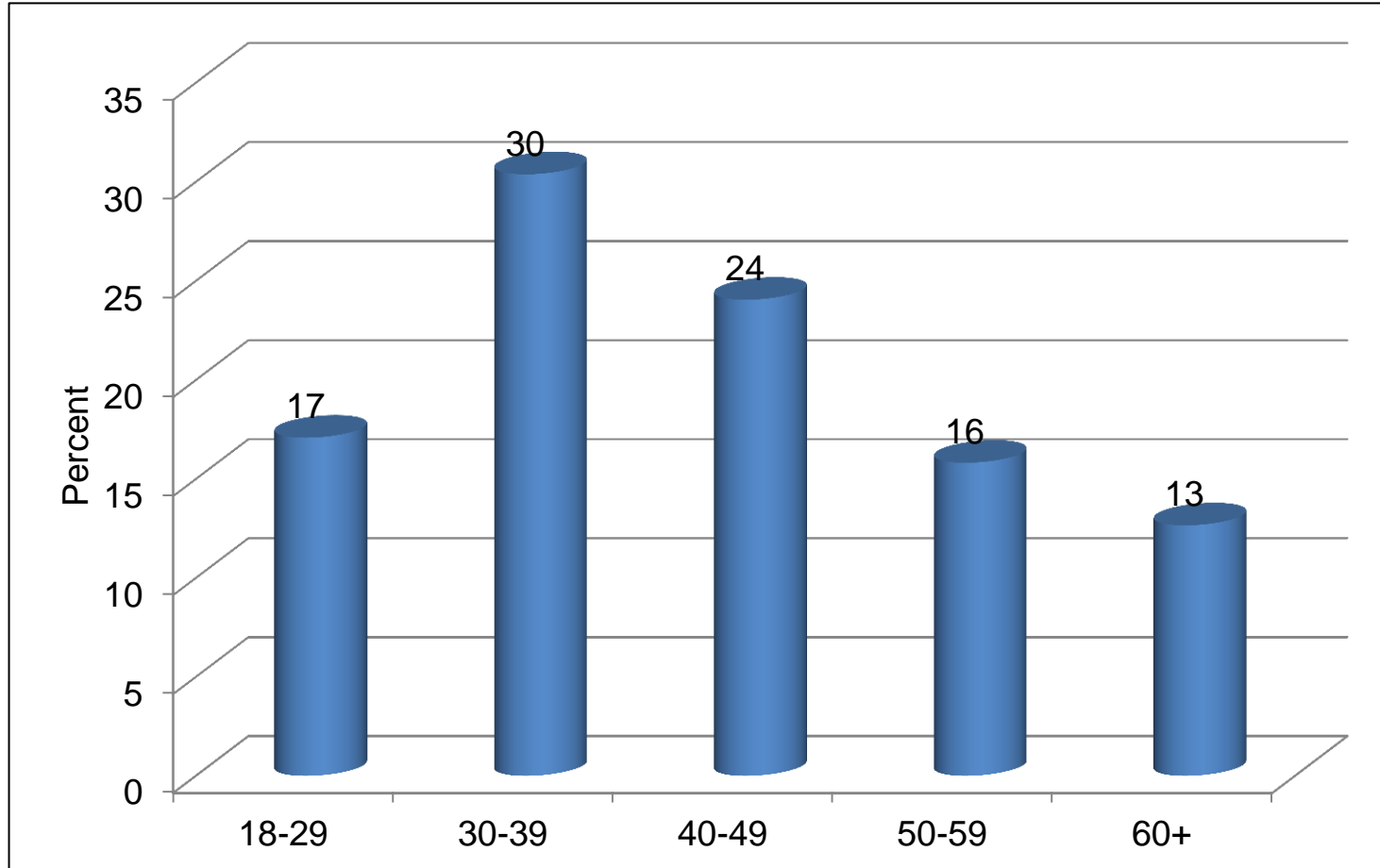
Problems Experienced: Parking congestion, and the toilets were not clearly marked on the map of the venue.

Recommend the Event to Family & Friends?



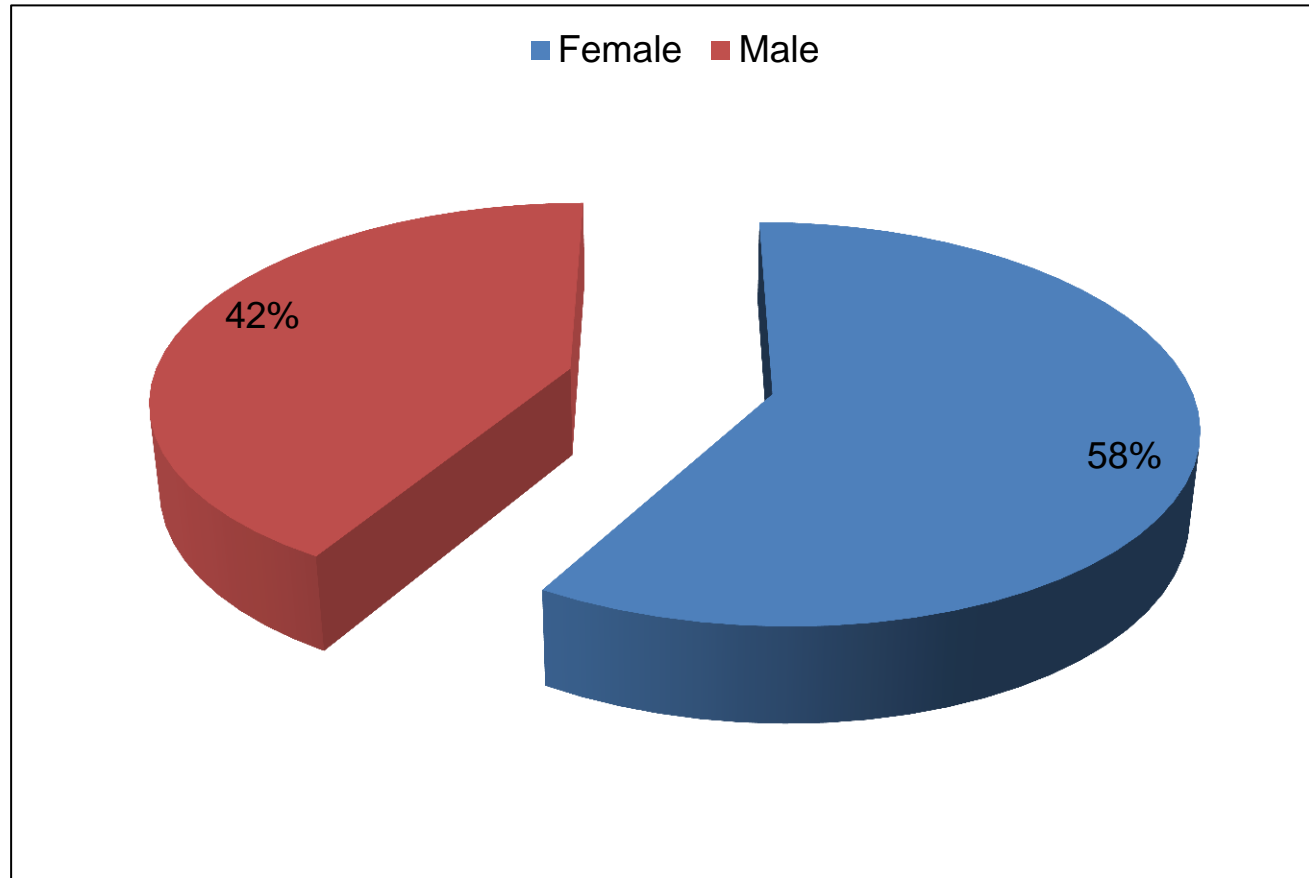
97% of the respondents indicated that they would recommend the event to family and friends.

Age of Respondents



Over half of the respondents (54%), were between the ages of 30-49 years old. This is a useful indicator, because it shows the degree to which younger people are interested in and willing to travel.

Gender of Respondents

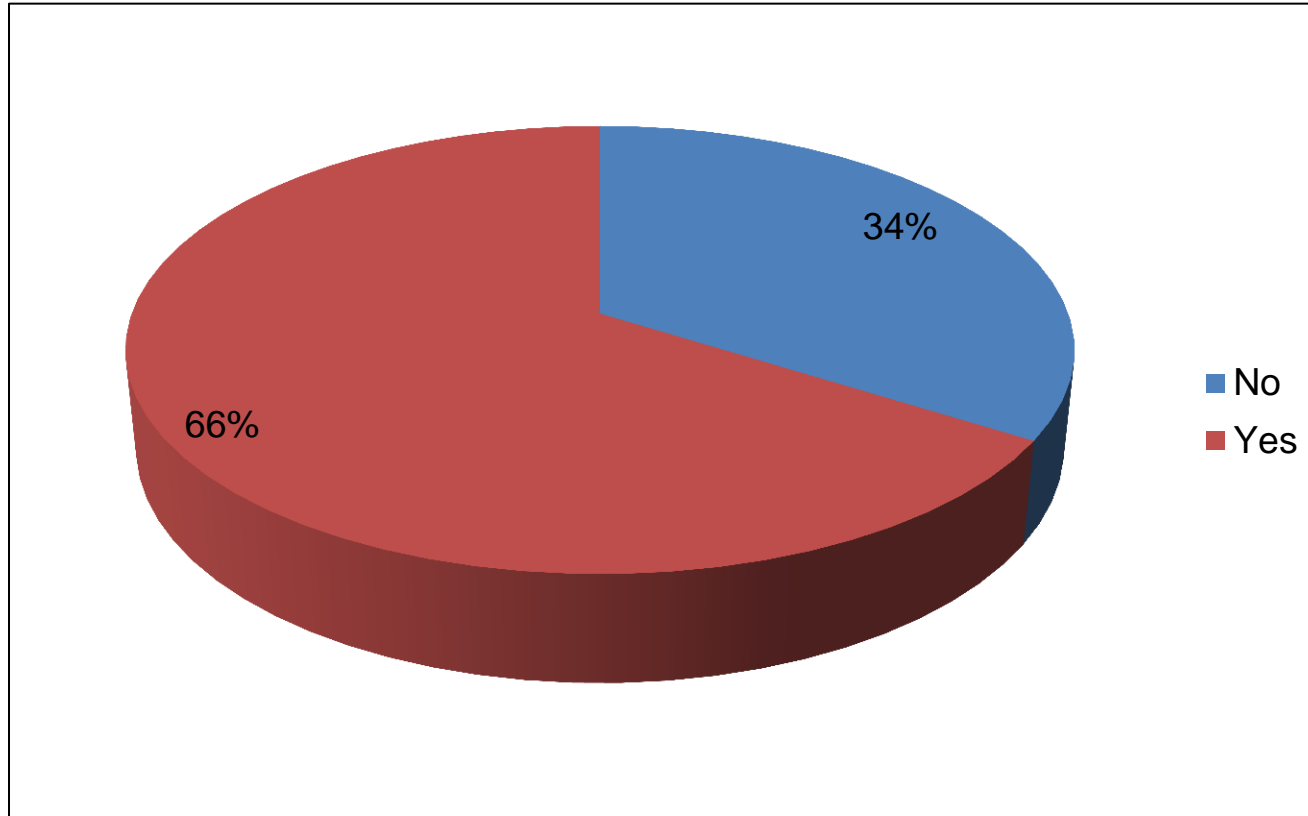


Almost 60% of the respondents were female. This may be a reflection of the attendance at the whole House and Garden Show. However, this is interesting to note, because these are respondents who attended the Travel and Adventure show. Thus, depending on who the decision maker in the family was, this exercise of visiting the Travel and Adventure show may be an exercise of gathering information and not actually purchasing a holiday or accommodation, but of preparing to do so.

Marketing Suggestions

Suggestion	Count
More advertising on social media	5
Advertise more aggressively	5
Advertise on TV	5
Advertise in all newspapers, even community newspapers	3
Advertise more on radio	2
Advertisements should reach the townships	2
More advertisements outside Durban	2
More visuals and billboards	2
Advertise in magazines	1

Looking for Adventure Tourism Goods and Services?



About 66% of those who attended the show were looking for Adventure Travel goods and services. Thus, a significant proportion were looking for other travel services, than those which were supplied or exhibited at the show.

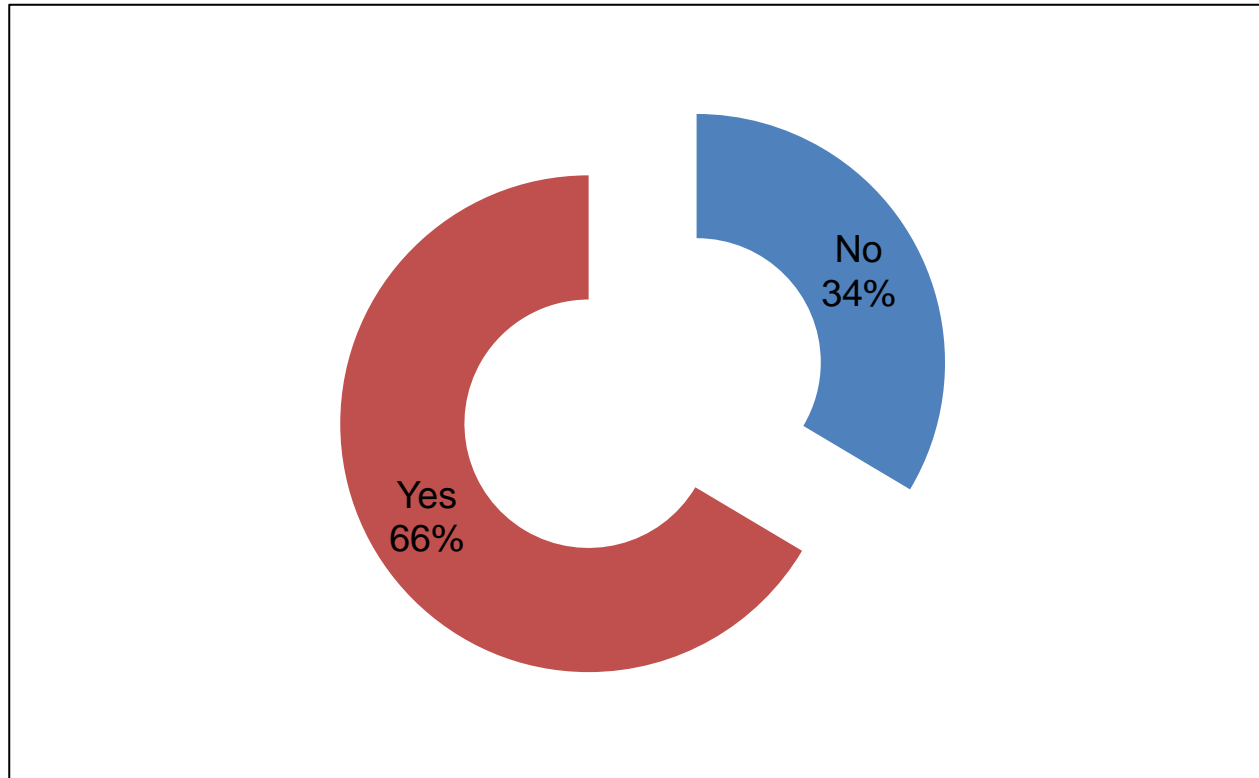
What services were you looking for?



Type of Service	Count
Information	20
Accommodation	19
Adventure travel	5
Small tour companies	3
Adventure travel goods	2
Travel goods	2
Travel services	2
Fishing	1
Flight information	1
Places of interest in Durban	1
Cycling stuff	1
Entertainment in KZN	1
Holiday packages	1
Holiday to Dubai	1
Attractions	1
Oribi Gorge Information	1
Product information	1
We were looking for information on Tailand	1
What to explore in KZN and what this expo has for us	1

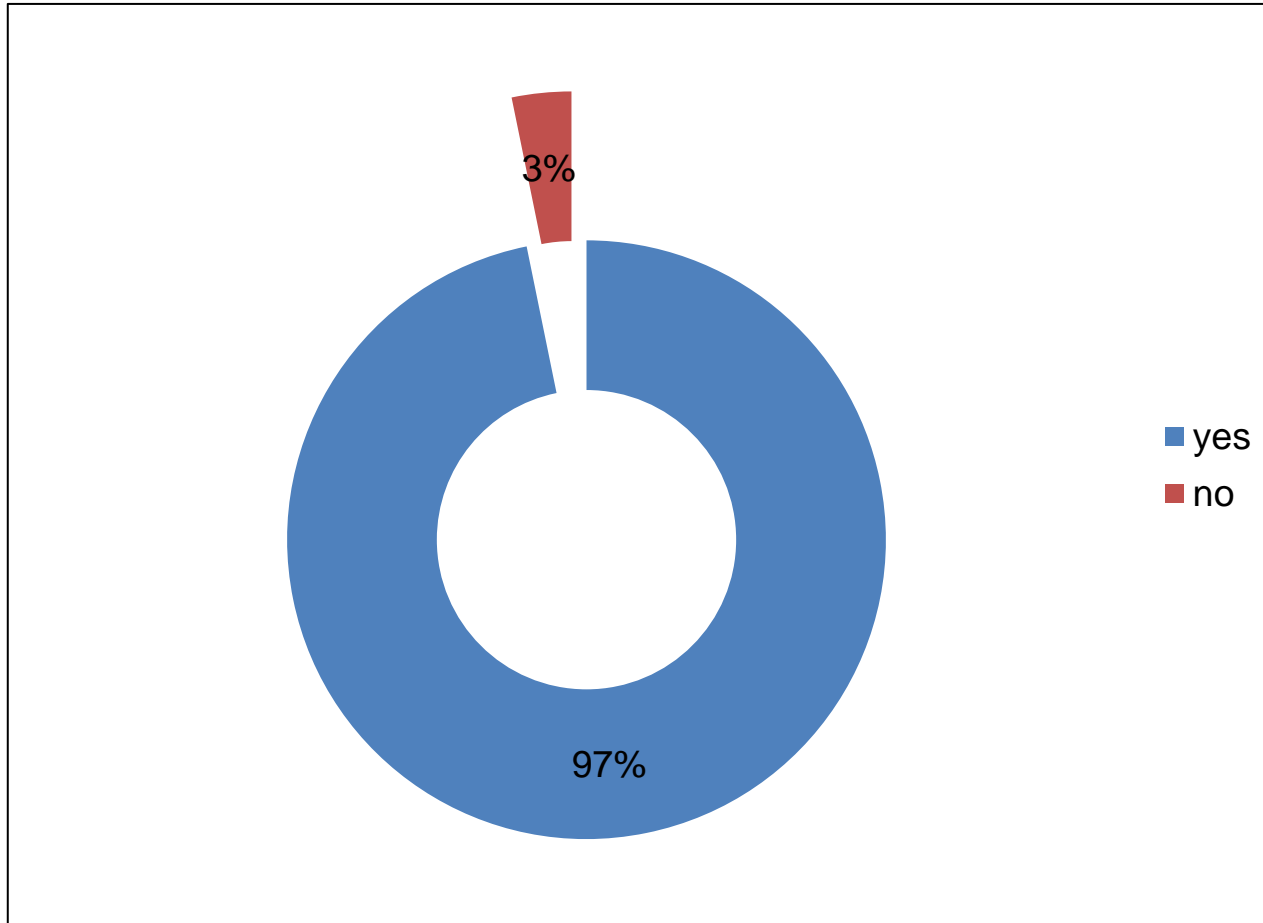
With reference to the previous slide, most respondents were looking for information and accommodation. Thus, it is possible that people already had an idea of where they wanted to go and what they wanted to do and were only looking for accommodation. Or it may be cheap accommodation determines where they would

Plan to travel to KZN in the next 12 months for a holiday?



66% of **all** respondents indicated that they planned to travel to KZN for a holiday in the next 12 months. However, 62% of **visitors** indicated that they plan to travel to KZN for a holiday in the next 12 months.

Recommend KZN?



97% of **all** respondents indicated that they would recommend KZN as a destination to family and friends. However, 92% of **visitors** indicated that they would recommend KZN as a holiday destination to their family and friends.

Findings



- 1) The Travel and Adventure Show is hosted as an event within the East Coast Radio Home and Garden Show. This show is primarily aimed at a local audience. However, this survey revealed that, of the people interviewed at the 2016 Travel and Adventure show, 26% resided outside of Durban and are thus visitors to Durban. Around 16% were from Gauteng. This may be because the show was held during the July school holidays. Thus the House and Garden show could also begin to market itself nationally, like the Rand Easter Show held in Johannesburg.
- 2) 60% of the visitors stayed 4 nights or more and a further 20% stayed for 3 nights in the destination. This is a further indication that holiday makers attended the show.
- 3) Of the respondents who were interviewed, 45% noted that their primary reason for attending was the House and Garden Show, and 32% was noted that it was to attend the Travel and Adventure show.
- 4) About 30% of the respondents stayed with friends and relatives. Also, 20% each stayed in B&Bs and family hotels.

Findings (cont'd)



5. 96% indicated that the show was useful. Thus there seems to be potential for the show to continue and to grow.
6. In support of the need to grow the show, 78% of the respondents indicated that the show assisted them to make better decisions regarding their travelling plans.
7. Most of the respondents were in the 30 - 49 year age group. This age group is most likely would have small or teenage children. Thus it would be important to ensure that the holiday offerings available would be family-orientated, and cater for more than one generation.

Recommendations



1. Consider growing the show to become a stand-alone one.
2. Add stands where consumers could purchase adventure equipment, i.e. invite or encourage participation by suppliers such Cape Union Mart, Due South. Berg and Bush, Sportsman's Warehouse and Total Sports.
3. Ensuring that family orientated offerings be available at the show.
4. The positioning of the show needs to be improved. The show was accessed via a secondary entrance, where there was very little parking. Also consumers had to walk through the House and Garden Show to find the Travel and Adventure Show. The directional signage was insufficient and needs improving.

Recommendations



5. Marketing improvements as suggested below :

- More advertising on social media
- Advertise more aggressively
- Advertise in all newspapers, magazine, even community newspapers
- Advertise more on radio and TV
- Advertisements should reach the townships
- More advertisements outside Durban
- More visuals and billboards