

# 40<sup>th</sup> World Hospital Congress

31 October - 2 November 2016

## Top Line Summary Report

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January 2017

# Highlights



- Average stay was 4.7 nights per delegate.
- 78% of the respondents indicated that Durban was a *good or very good* holiday destination.
- 80% of the respondents indicated that Durban was a *good or very good* convention destination.
- 36% of the respondents were international visitors.

# Objectives



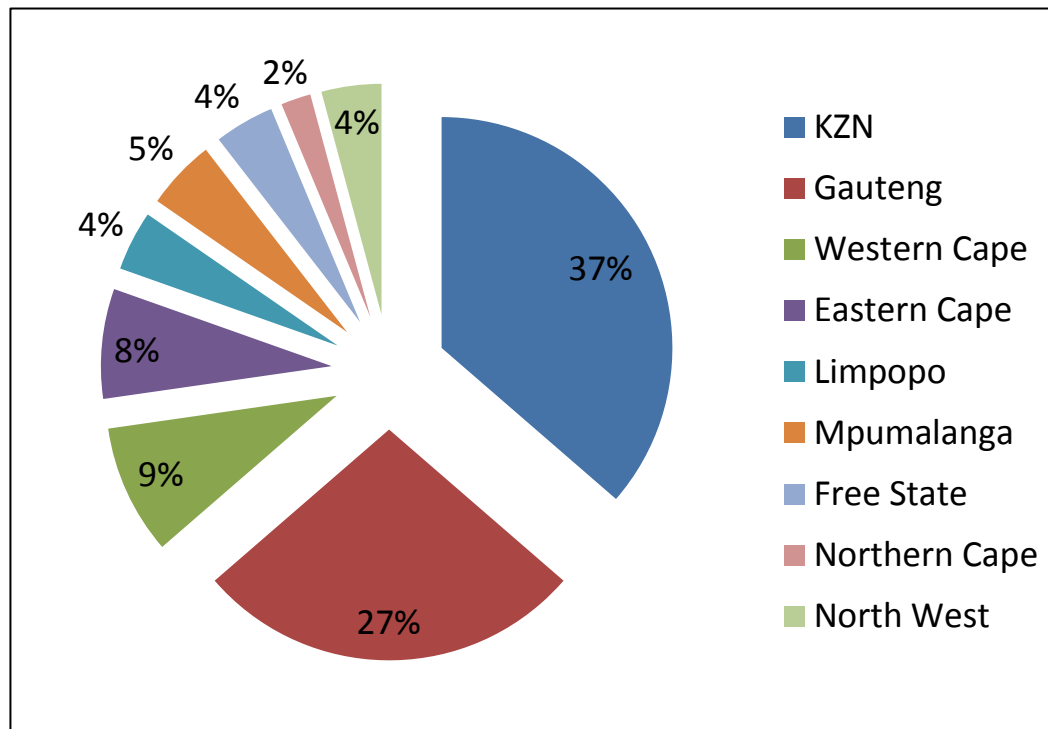
- To determine the profile of delegates who attended the 40<sup>th</sup> World Hospital Congress, held at the Durban ICC from the 31 October – 2 November 2016.
- To determine what factors influenced their decision to attend this event and to what degree.
- To ascertain their travel and activity patterns over the period of this event.
- To determine their perceptions of the overall organisation of the event, the conference venue and Durban as a tourist destination.

# Methodology



- Face to face survey – 232 respondents.
- Probability sample design.
- Stratified allocation by day.
- Respondents systematically selected.
- Secondary data provided by the organizers.

# Domestic Respondents



Respondents	2016
South African	37.5%
Foreign	36.2%
Locals	26.3%
Total	100%

# International Respondents



COUNTRY	COUNT	PERCENT
USA	7	8.4
China	6	7.2
Nigeria	6	7.2
Mozambique	4	4.8
Zimbabwe	4	4.8
Germany	3	3.6
Japan	3	3.6
South Korea	3	3.6
Taiwan	3	3.6
Australia	2	2.4
Canada	2	2.4
Cape Verde	2	2.4
France	2	2.4
Ghana	2	2.4

Most of the respondents who were interviewed were from China and the USA. The next largest group was from Tanzania followed by Canada. This is encouraging, in that the destination has received good exposure in terms of these foreign markets.

# International Respondents (cont'd)



COUNTRY	COUNT	PERCENT
India	2	2.4
Namibia	2	2.4
Netherlands	2	2.4
Pakistan	2	2.4
South Sudan	2	2.4
Spain	2	2.4
Angola	1	1.2
Botswana	1	1.2
Brazil	1	1.2
Burundi	1	1.2
Colombia	1	1.2
DRC	1	1.2
Finland	1	1.2
Gabon	1	1.2
India	2	2.4

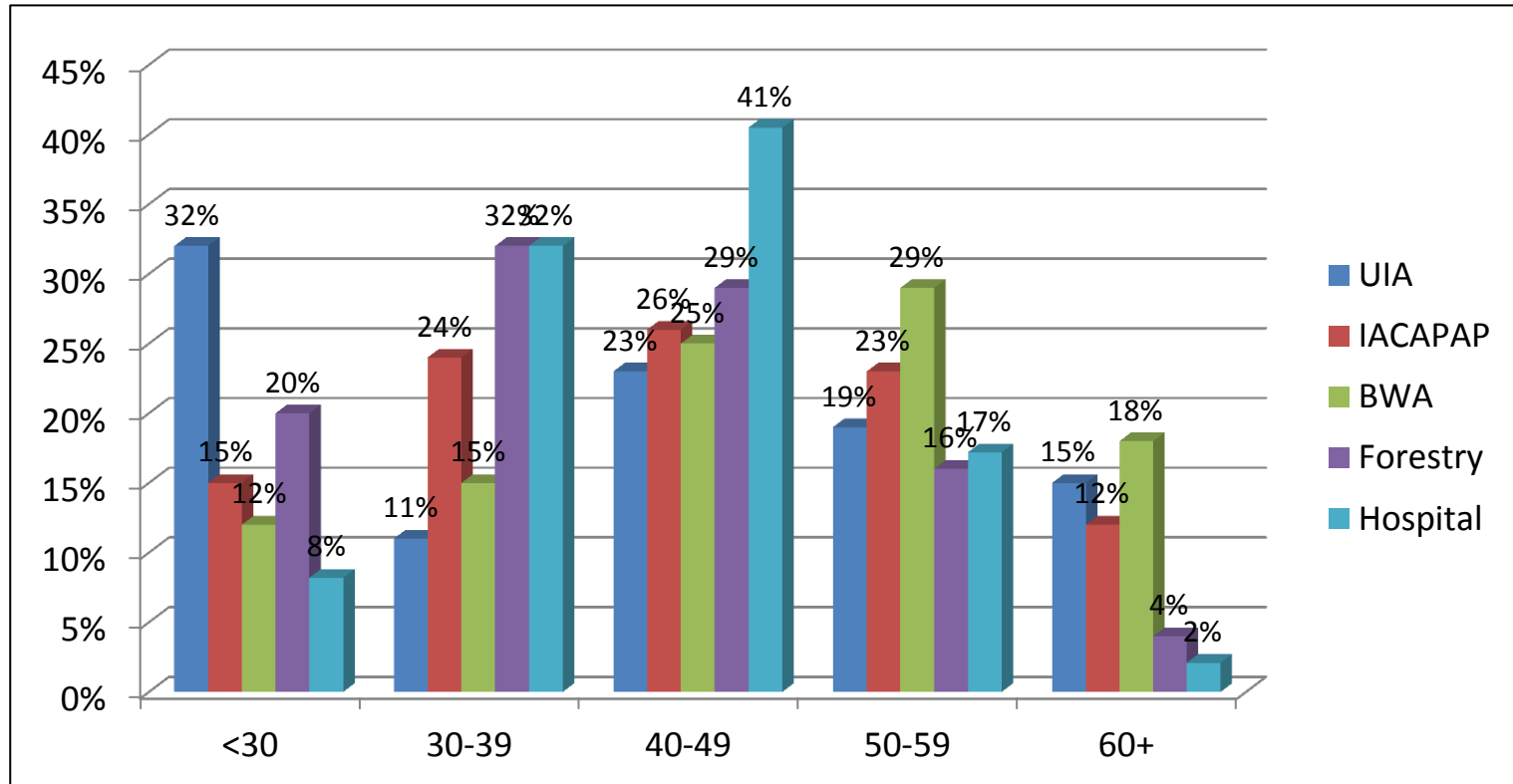
# International Respondents (cont'd)



COUNTRY	COUNT	PERCENT
Hong kong	1	1.2
Ireland	1	1.2
Israel	1	1.2
Italy	1	1.2
Kenya	1	1.2
Lesotho	1	1.2
Mumbai	1	1.2
Norway	1	1.2
Philipines	1	1.2
Sweden	1	1.2
Switzerland	1	1.2
Tanzania	1	1.2
Togo	1	1.2
UK	1	1.2

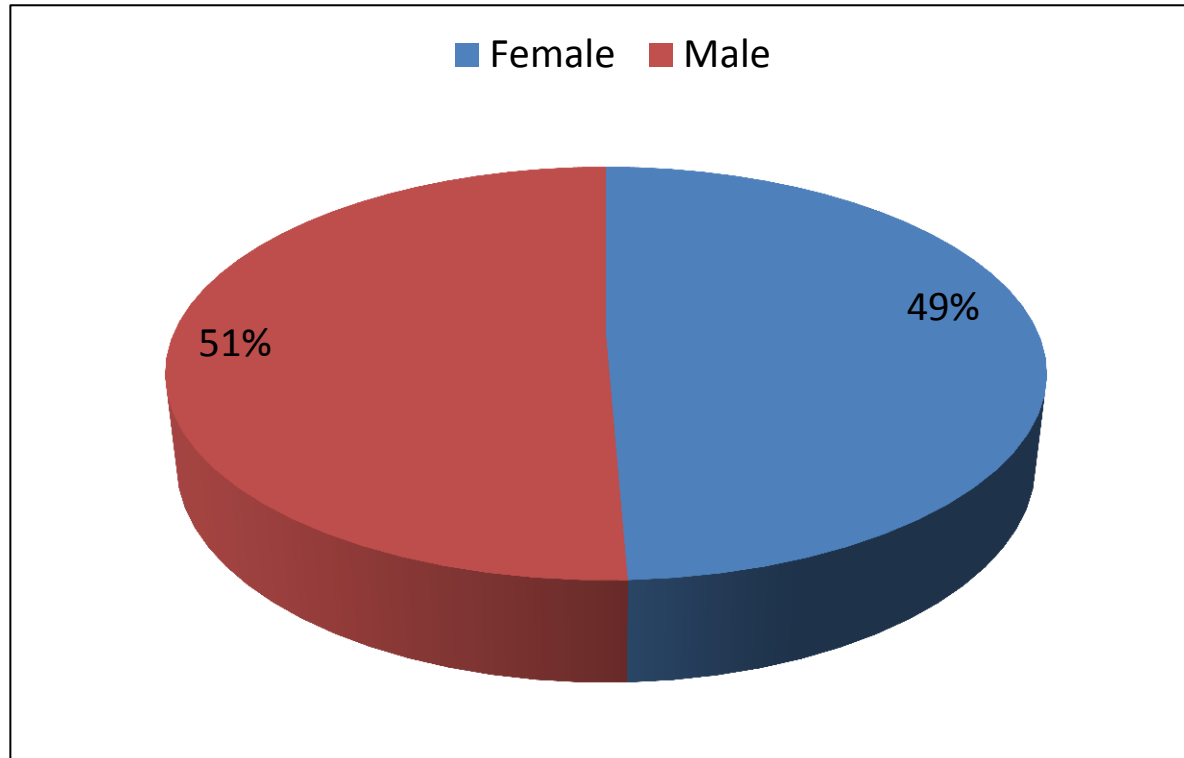


# Age Group



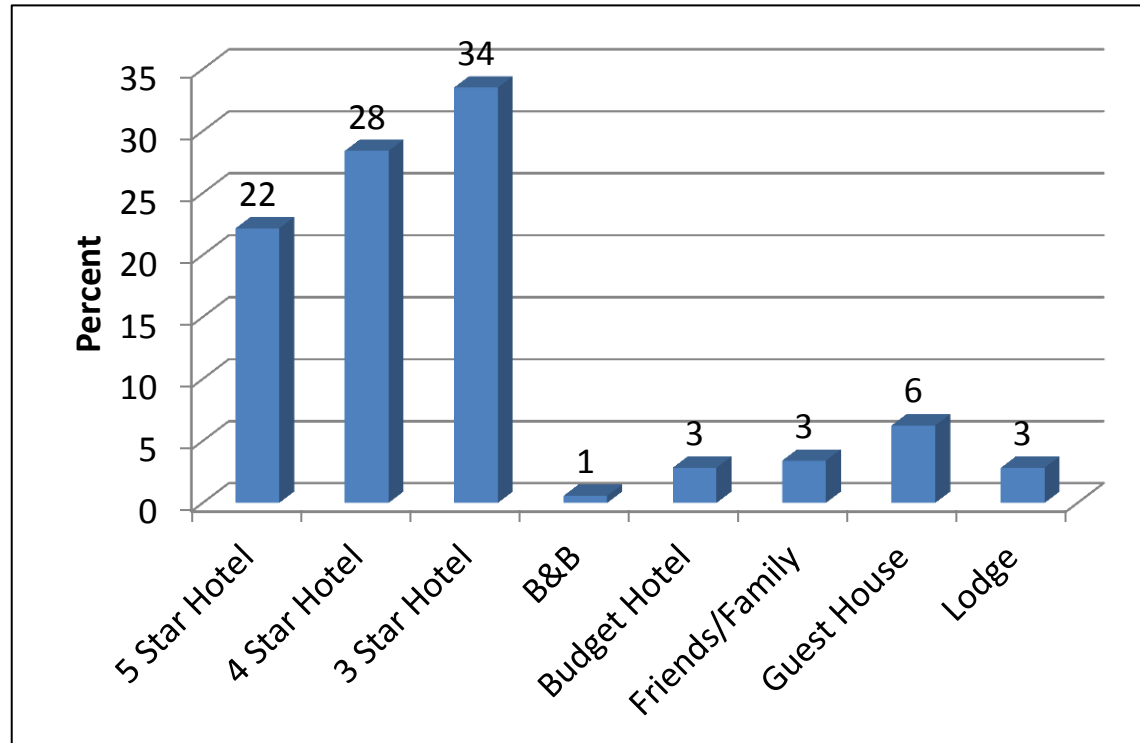
Most of the respondents were between 30-59 years of age. This is an indication of the type of event this is, as many of the respondents are professional people. By comparison, the World Hospital Congress had the lowest representation in the under 30 and 60+ age groups of all the conferences. In terms of leisure tourism, many of the respondents in these age groups would have families, be decision makers in their various organisations and would thus be an important target market for future visits to the destination.

# Gender



There was almost an even split of male and female respondents, indicating that this industry is not dominated by any one gender.

# Accommodation



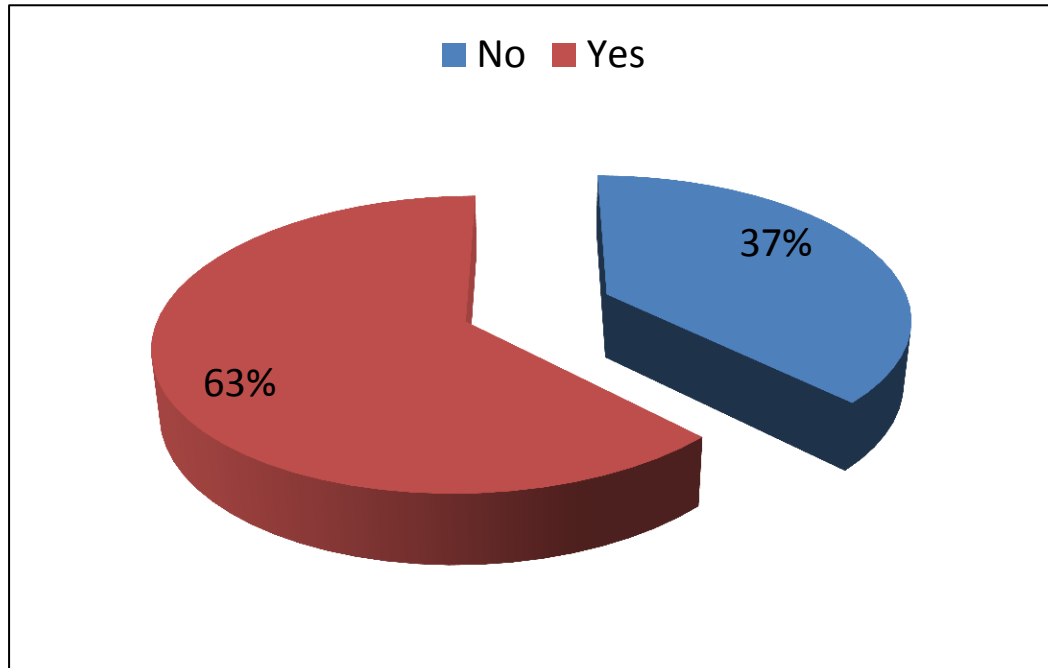
Most people (84%) stayed in hotels with 3 and 4 star hotels being the most popular. The use of this type of accommodation is beneficial for the destination because it increases the amount of money spent, due to the higher costs incurred.

# Length of Stay: Average Nights



The duration of the event was 3 days and the average stay was 4.7 nights. Thus, it is clear that most delegates stayed for a longer period than the actual duration of the event. Staying longer in a destination than the actual duration of the events is good for the destination, because it allows delegates to explore and they will spend more money.

# Attended this Conference Previously



63% of the delegates had attended this conference previously. This conference has a significant repeat attendance by people in the sector. Thus, it is important for the organizers to innovate and to make sure that the supply new and interesting information is consistent.

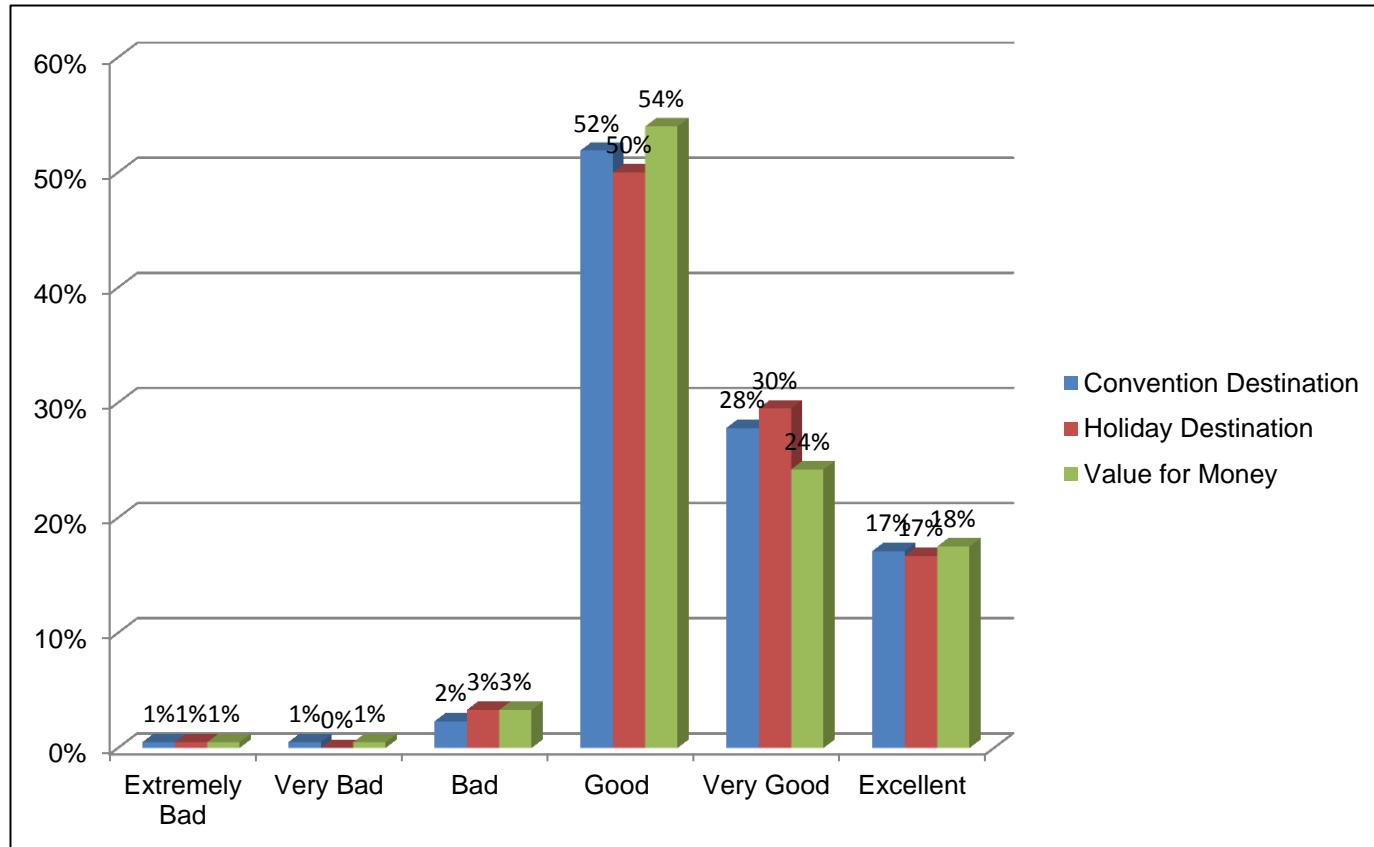
# Attractions (Count)



	Visited	Intending	No Intention
Golden Mile	23	21	175
uShaka Marine World	<b>58</b>	<b>22</b>	139
Moses Mabhida Stadium	<b>34</b>	18	162
Pavillion Shopping Centre	25	20	174
Gateway Shopping Centre	29	<b>24</b>	165
Victoria Street Market	23	14	179
Suncoast Casino	<b>35</b>	24	160
Sibaya Casino	23	<b>26</b>	168
Umgeni Bird Park	21	15	178
Museums	23	21	175
Playhouse	22	<b>22</b>	172
Art Gallery	22	18	179
Valley of a 1000 Hills	20	10	188
Inanda Heritage Route	18	12	187
Other	17	10	175

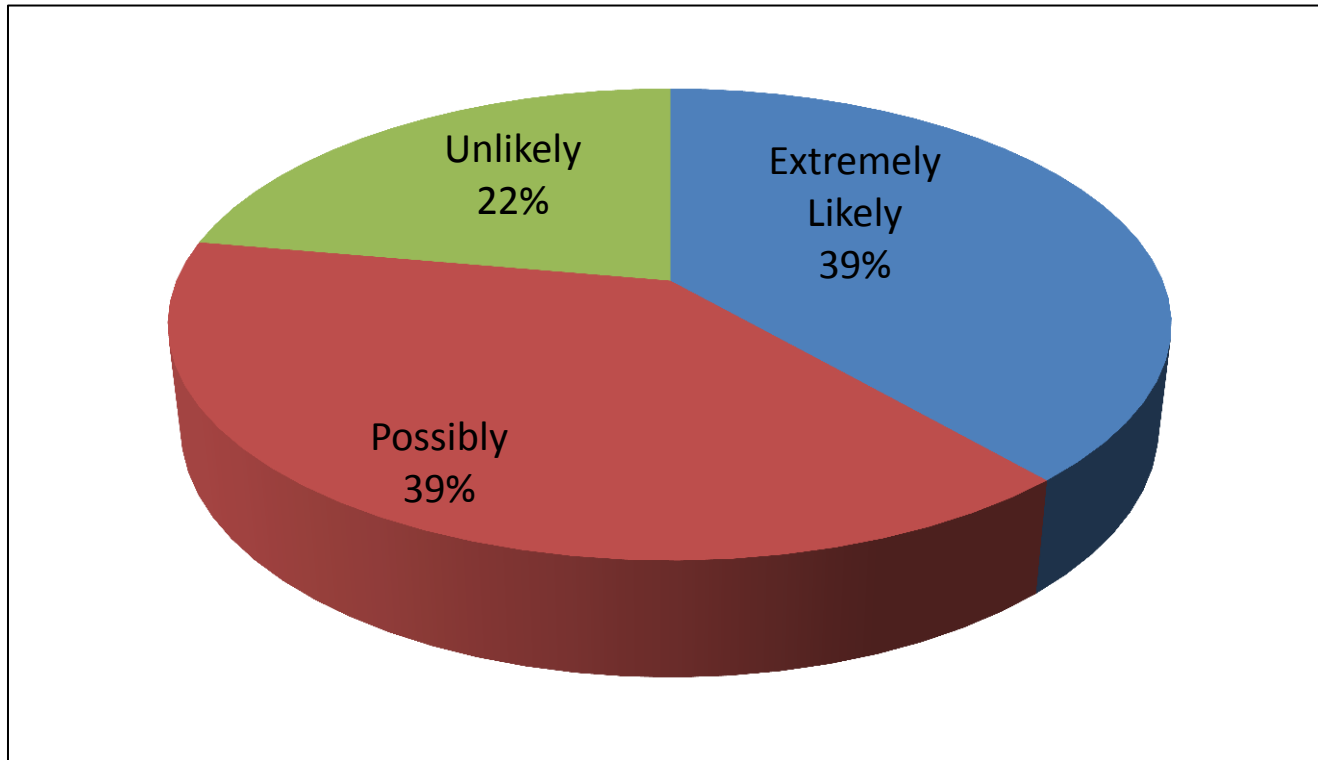
Shopping and beach related activities were not the most participated in activities, as it is with most other conferences. Business tourism differs from leisure tourism in this regard. In this case it was uShaka Marine World, the MMS and the Suncoast Casino.

# Rating of Durban as a Destination



This combined graph indicated that Durban is perceived as a *good or very good convention, holiday and value for money destination*.

# Likely to Visit Durban & Surrounds in Next 5 Years?



About 78% of the respondents are extremely likely (39%) or possibly likely (39%) to return to Durban in the next five years.



# Factors that influenced decision to attend



Factors	Count
Invited to Attend	46
Employer Decision	36
Topics Presented	10
Speaker	8
Sponsored	8
Networking	7
Travelling time to Durban	6
Membership of group holding the Conference	6
SA's Culture and Heritage	5
SA's Shopping	5
SA Adventure	4
Social Events	4
Low Registration Cost	2
SA's Wildlife	2
Durban as a Holiday Destination	2
SA Beaches	1

Respondents indicated that being *invited to attend* and the *employer decision* were the most important influencers in making the decision to attend the conference. This differs from many other conferences where *networking* and *the topics presented* were usually the most important factors influencing people to attend.

# Satisfaction Levels: Durban and Surrounds

(1=extremely bad and 6 = excellent)



The connection to / ease of reaching Durban and surrounds	4.9
Your arrival and the way you were received in South Africa	4.8
How safe you felt in Durban and surrounds	4.5
Durban and surrounds in terms of cleanliness	4.6
Durban and surrounds in terms of banking and Forex	5.1
Sightseeing and trips you have done in Durban & surrounds	4.8
Taxi/public transport facilities in Durban and surrounds	4.7
Quality and service of the restaurants / cafes you have visited	4.9
Price of accommodation	4.8

Safety and cleanliness were rated the lowest by respondents. This is cause of concern as it can lead or confirm any negative perceptions of the destination.

# Satisfaction Levels: Conference Venue

(1=extremely bad and 6 = excellent)

Quality and service at accommodation establishment	5.4
Standard of decoration and furnishings of the ICC	5.4
Meeting/conference room (space and comfort) at the ICC	5.5
Quality of food and beverages at the ICC	5.3
Level of service provided at the ICC	5.4
Technical equipment (quality and availability) at the ICC	5.5
Convention programme	5.4
Overall satisfaction	5.4

The ratings in the table above indicate that the respondents seemed to be very satisfied with the conference venue. This bodes well in that this information can be used in support of future bids.

# Satisfaction Levels: Conference Content

(1=extremely bad and 6 = excellent)



Improvement of your knowledge and expertise in your field	5.6
Commitment to the environment	5.5
Commitment to social responsibility	5.5
Exposed to new insights and ideas	5.6
Focussed on latest research and practical applications	5.5
Led to dissemination of new knowledge	5.5
Enabled the international community to focus on global and domestic issues.	5.5
Resulted in the creation of business and/or research relationships	5.5
Opportunities for business and/or research collaboration	5.6

Most respondents seemed to indicate that the content of the conference was of a high level and relevant. This is particularly significant in light of the fact that over 60% of the respondents had attended this conference previously, and also likely to be a reason for them attending again.

# Estimated Economic Impact



	Direct Impact	Total Impact
Low	R6 516 088	R16 290 220
Middle	R7 940 090	R19 850 225
High	R9 364 092	R23 410 230

A multiplier of 2.5 was used to determine the total impact of this conference. This figure does not include the cost of the venue hire

In addition, the Professional Conference Organiser paid approximately R1.1mn to local service providers and employed 5 extra paid staff and 10 volunteers for this particular event.

The economic impact was high due to the large number of delegates that attended, as well as most being international delegates. The total number of delegates was 800.

# Conclusion/Main Findings



1. 36.2% of the respondents were international delegates. Of the 63.8% who were South African respondents, 27% were from Gauteng, 9% from the Western Cape and 8% were from the Eastern Cape.
2. A large proportion of the respondents were between 40-49 (41%) years of age. This was followed by 32% who were between 30-39 and 17% who were between 50-59 years of age.
3. In terms of gender, 51% of the respondents were male and 49% were female.
4. The 3 (34%) and 4 (28%) star hotels were the most utilised form of accommodation. A further 22% of respondents used 5 star (21%) hotels.
5. The average length of stay was 4.7 nights.
6. uShaka Marine World (58), Suncoast Casino (35) and Moses Mabhida Stadium (34) were the most visited attractions in the city.
7. 80% of the respondents rated Durban as an *good or very good* convention destination. This is an indication that Durban has provided a good foundation to improve its profile as a convention destination.

# Conclusion/Main Findings (cont'd)



8. 80% of the respondents indicated that Durban was an *good* or *very good* holiday destination. Durban is considered a good holiday destination for locals. However, in the context of the high number of international and domestic visitors at this event, this bodes well for Durban as well as other holiday destinations.
9. 78% of the respondents indicated that Durban was a *very good* or *good* value for money destination.
10. 46 (30%) and 36 (24%) respondents indicated that the *invitation to attend* and the *employer decision* were the most important factors that influenced their decision to attend the congress.

# Recommendations



The following recommendations are based on the findings presented above:

1. The significant proportion of international delegates who attended this event provided an opportunity to showcase what the province and city offer. It is suggested that a higher level of leveraging off these type of events takes place. One of the ways in which this can be done is by pushing multimedia advertisements onto the devices of those people who use the free WiFi at the conference venue.
2. Short visits to local attractions can be advertised on the congress website. Delegates should be provided with a half day during the conference to explore the city/province.
3. A significant proportion (63%) of delegates attended this conference multiple times. This requires that organizers need to constantly make the event challenging and exciting. In light of this, the organizers should engage with the local tourism authorities to provide an immersive experience of the local culture.