



# Comrades Marathon 2019 Event Impact Assessment Top Line Summary Report



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# Methodology



- **Primary data:**
  - Face to face survey: 281 respondents
  - Stratified probability sample of 169 participants and 110 spectators (excl. 2 vacation).
- Respondents were systematically selected over 4 days (6 – 8 June 2019) before event at the ‘Comrades Experience’ (183 respondents) in Durban, and at the finishing point (98 respondents), in Pietermaritzburg, on the day of event on the 9<sup>th</sup> of June 2019.
- **Secondary data** was supplied to TKZN by members of the Comrades Marathon Association
- 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**.

# Positive Highlights



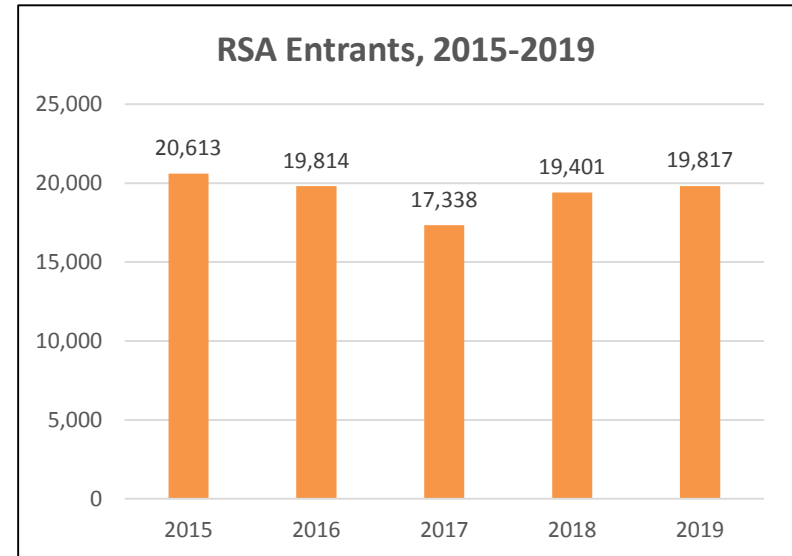
- 77% of the respondents were visitors to the local region of the event.
- 98% of the respondents were satisfied with the information provided about the event.
- 92% of the respondents said that they would attend the event again.
- 95% of the respondents had either an 'excellent' or 'good' experience.
- 98% of the respondents would recommend the event to friends/family.
- 95% of the respondents would recommend KZN as a tourism destination.

# Nature and Extent of Comrades Entrants: South African Residents



## South African Provincial Breakdown

Province	2015	2016	2017	2018	2019	%
KwaZulu-Natal	4 607	4 532	3 802	4 179	<b>4 895</b>	15%
Gauteng	9 940	9 492	8 586	9 793	<b>11 285</b>	13%
Western Province	2 318	2 360	1 864	2 012	<b>2 391</b>	16%
Mpumalanga	936	883	766	814	<b>984</b>	17%
Free State	630	588	522	586	<b>695</b>	16%
North West	627	515	468	484	<b>603</b>	20%
Limpopo	653	623	594	681	<b>816</b>	17%
Eastern Province	704	658	587	732	<b>872</b>	16%
Northern Cape	198	163	149	120	<b>181</b>	34%
<b>TOTAL RSA ENTRANTS</b>	<b>20 613</b>	<b>19 814</b>	<b>17 338</b>	<b>19 401</b>	<b>22,722</b>	<b>15%</b>



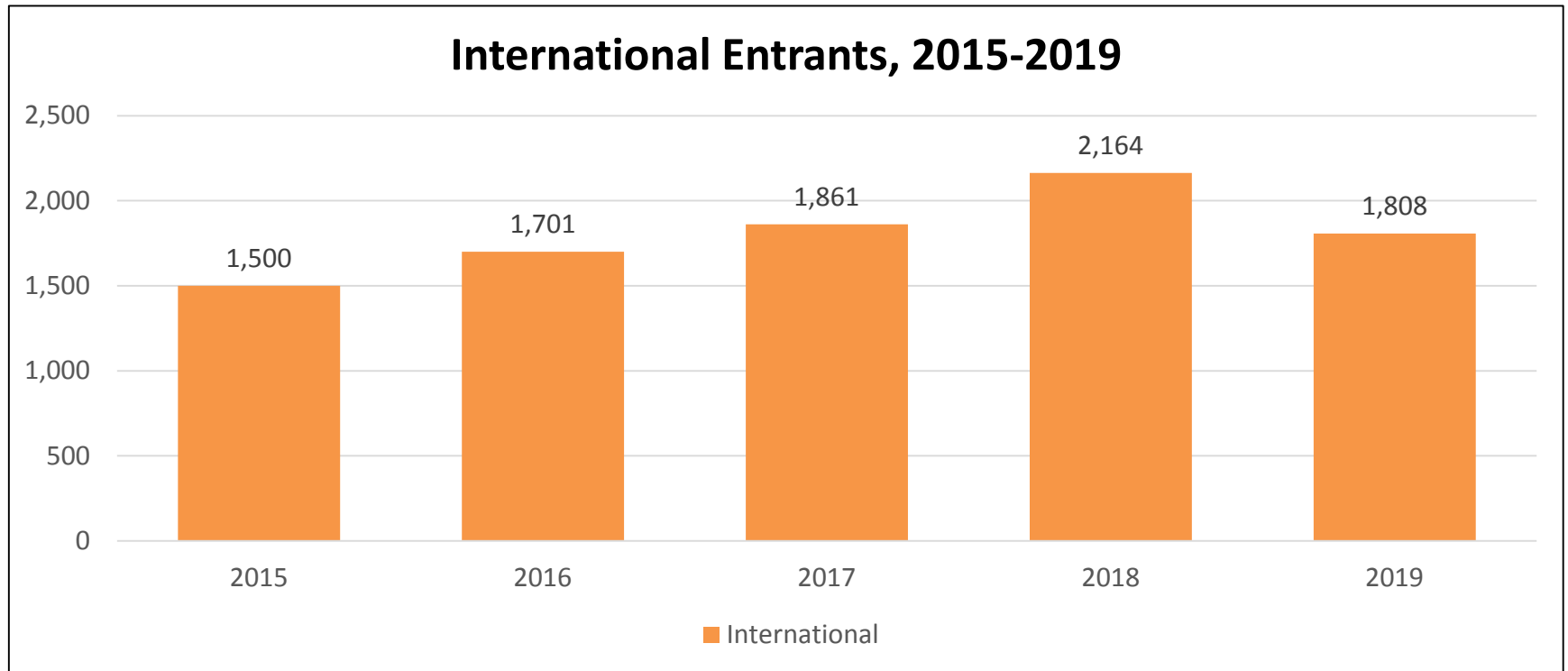
\*Percentage increase between 2019 and 2018

\*Source: Comrades Marathon Association

# Nature and Extent of Comrades Entrants: International Participants

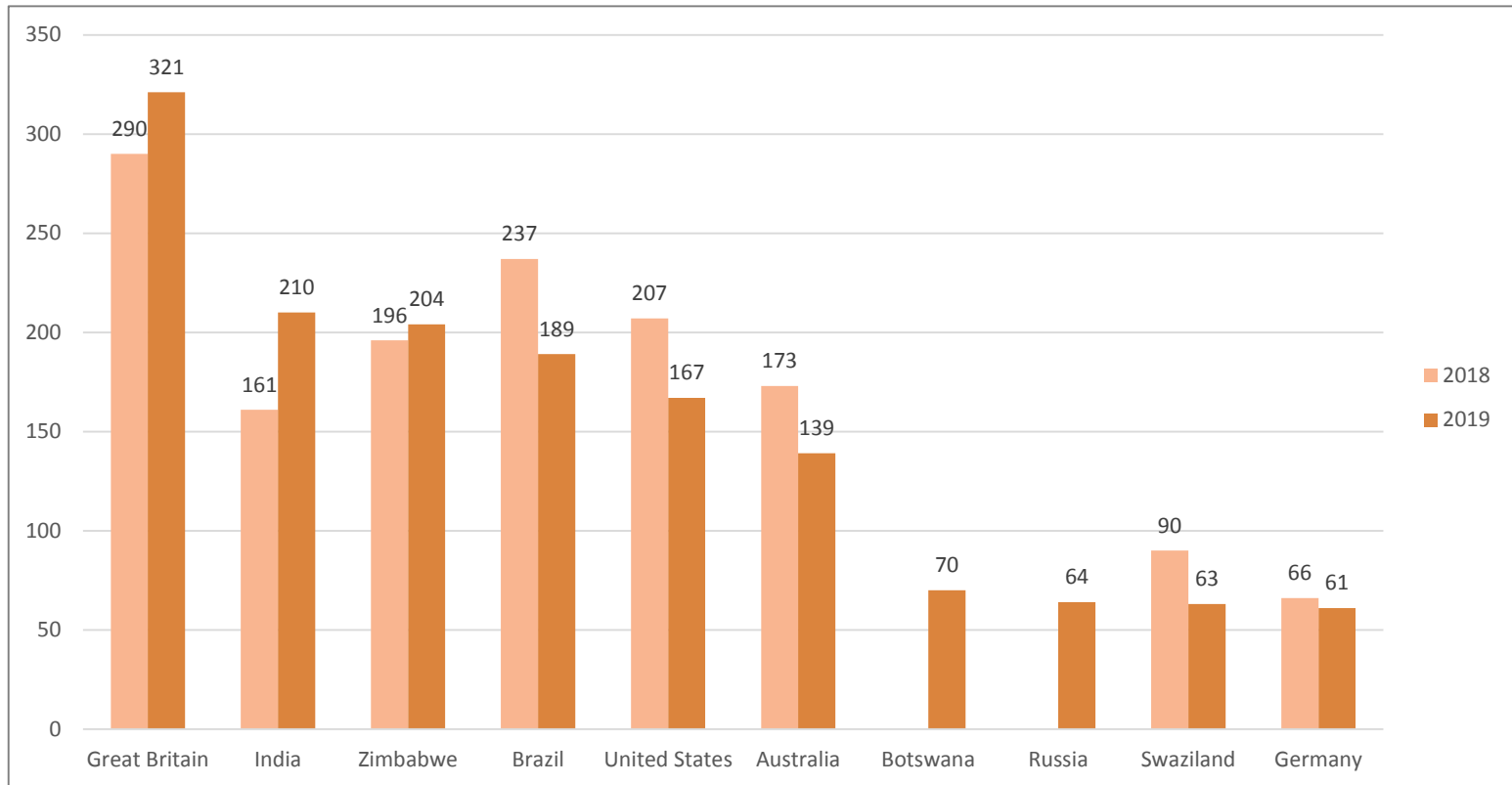


	2014	%	2015	%	2016	%	2017	%	2018	%	2019	%
<b>International</b>	<b>1,470</b>	<b>3%</b>	<b>1,500</b>	<b>2%</b>	<b>1,701</b>	<b>13%</b>	<b>1,861</b>	<b>9%</b>	<b>2,164</b>	<b>16%</b>	<b>1,808</b>	<b>-20%</b>



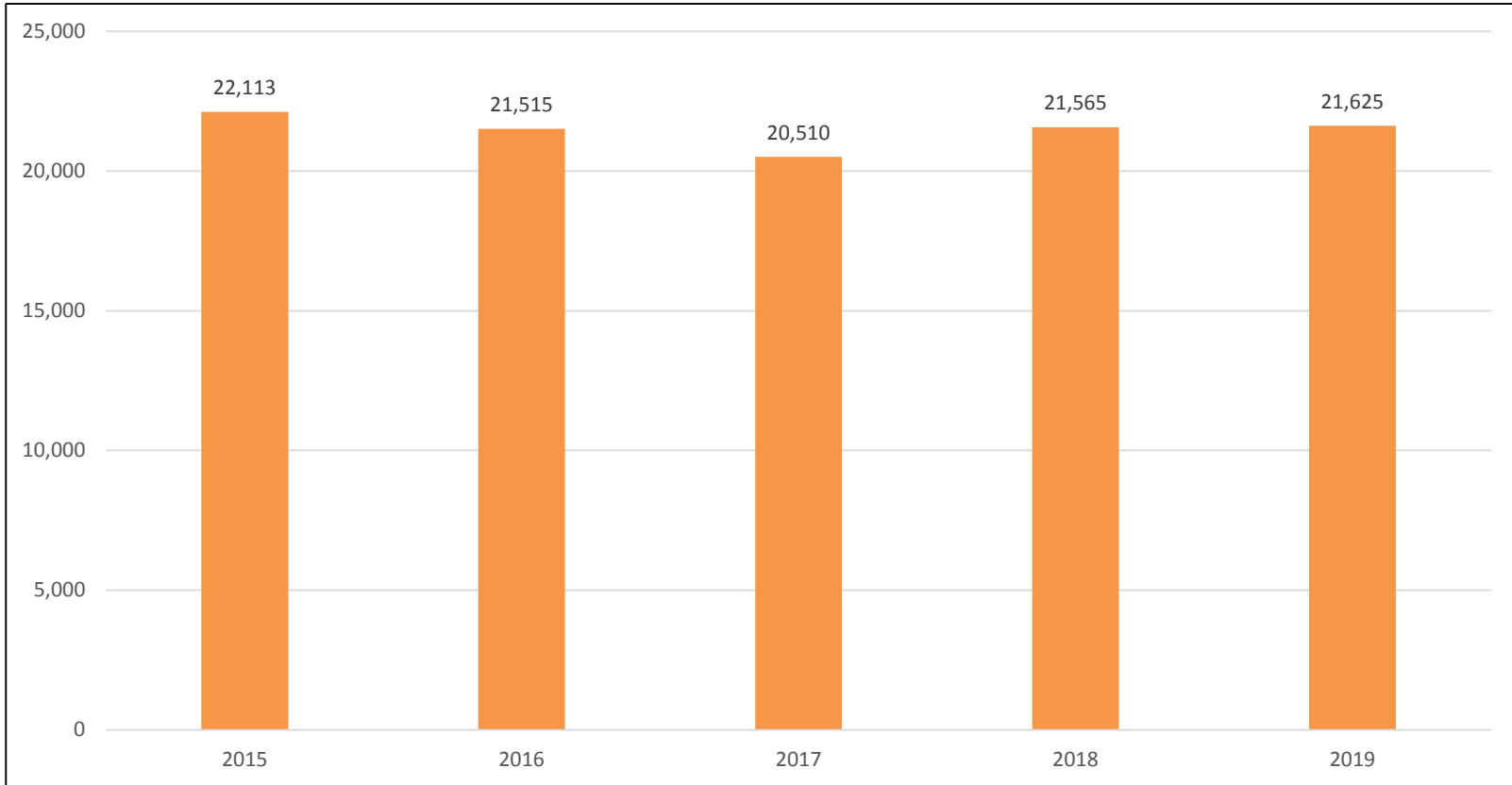
The number of international runners (entrants) slightly decreased in 2019, this was in contrast with the previous years when there was a steady increase. The numbers decreased by approximately (-20%). The number of international entrants included 1,300 overseas, and 508 'Rest of Africa' entrants.

# Major International Countries Represented



The graph shows that “Great Britain” continues to provide more participants than any other international country. It is worth noting that the number of participants from India increased considerably when comparing 2019 (210) and 2018 (161). Brazil, USA and Australia declined in 2019 when compared with 2018. When it comes to other African countries “Zimbabwe” had 204 participants in 2019, and it still leads the way in terms of participants outside of SA, Botswana had the second highest number of participants when it comes to African countries represented during 2019 Comrades.

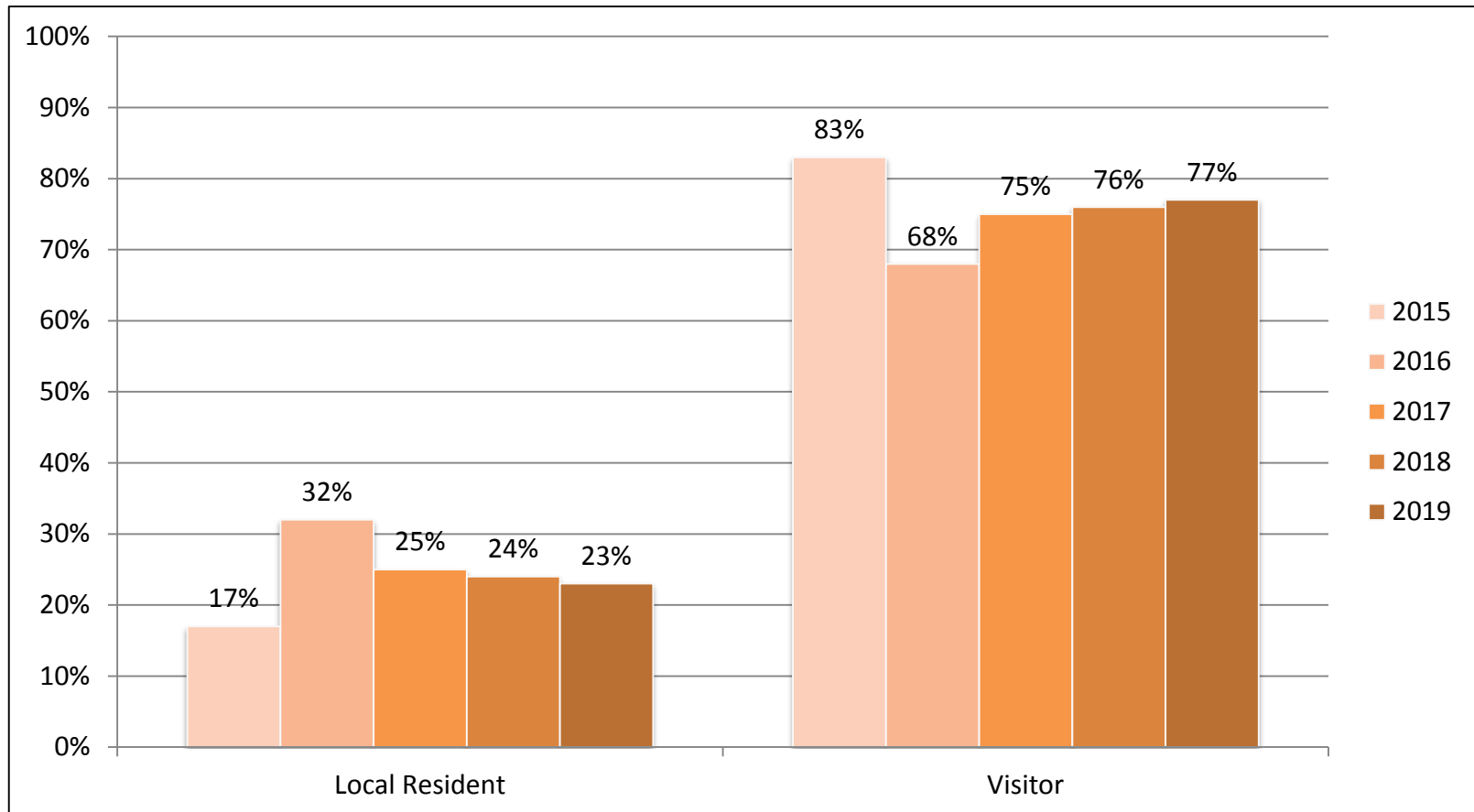
# Nature and Extent of Comrades Entrants: All Entrants



When comparing 2018 and 2019 there has been an increase in the total number of entrants. Within the past 5 years this is the second highest number of entrants for the event. This is positive since it means more people attended the marathon overall, which contributes to a higher expenditure during the event.

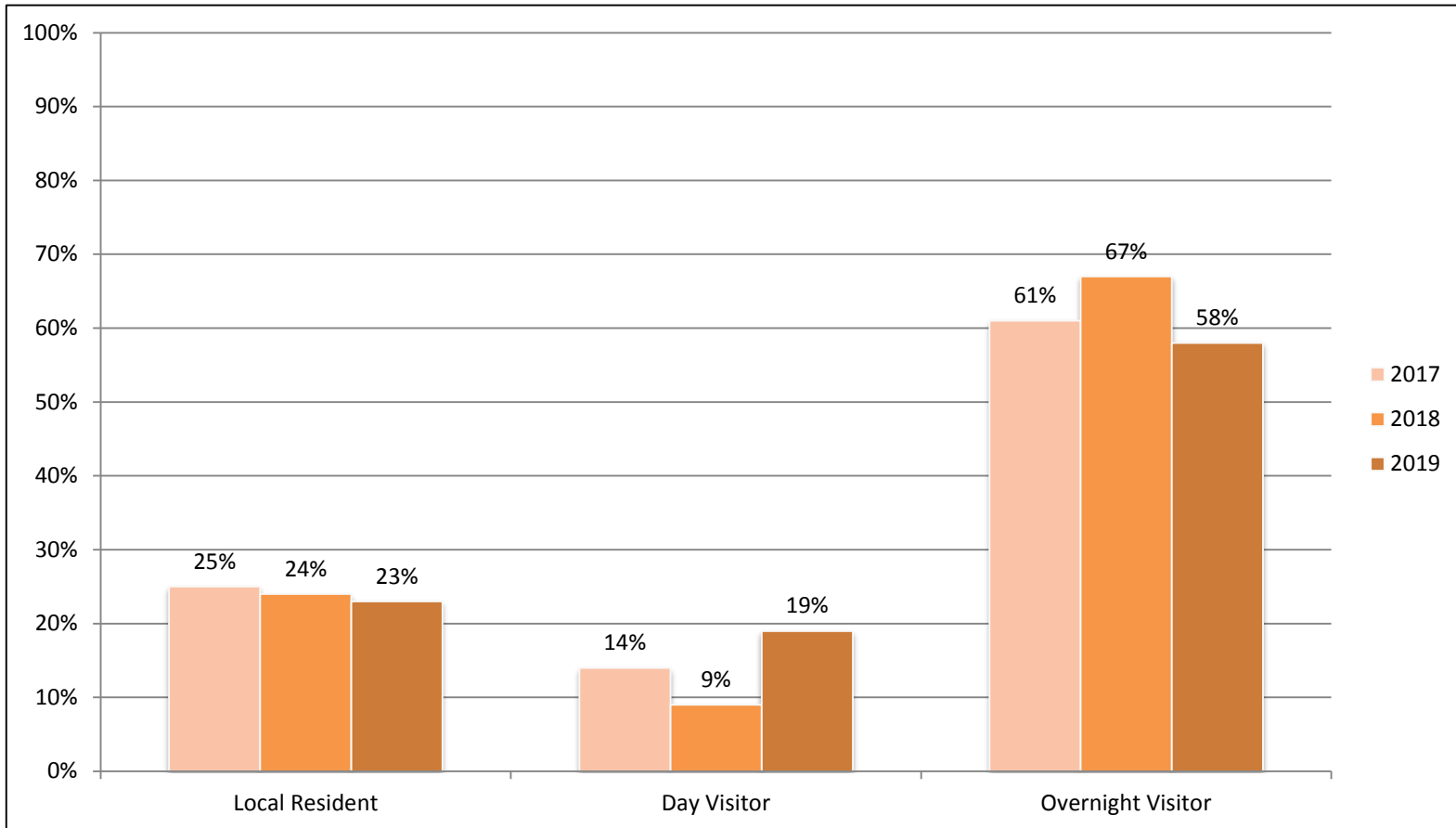


# Nature of Respondents: Local v Visitor



When comparing 2018 and 2019 there was a slight decrease (-1%) in the number of respondents who were local residents in 2019, which meant that there was a 1% increase in the number of visitors, it is still positive to note that a large number of visitors are attracted to this event.

# Nature of Respondents (cont'd)



Following on from the previous slides - it is also important to note that in 2019, **58%** of the visitors **stayed overnight**, while only **19%** were **day visitors**. This is an important finding, as it is the overnight visitors who tend to contribute the most, economically. Furthermore when comparing 2019 with 2018, there was a 10% increase in the number (proportion) of day visitors and a 9% decrease in the number (proportion) of overnight visitors.

# Nature of Respondents: Breakdown



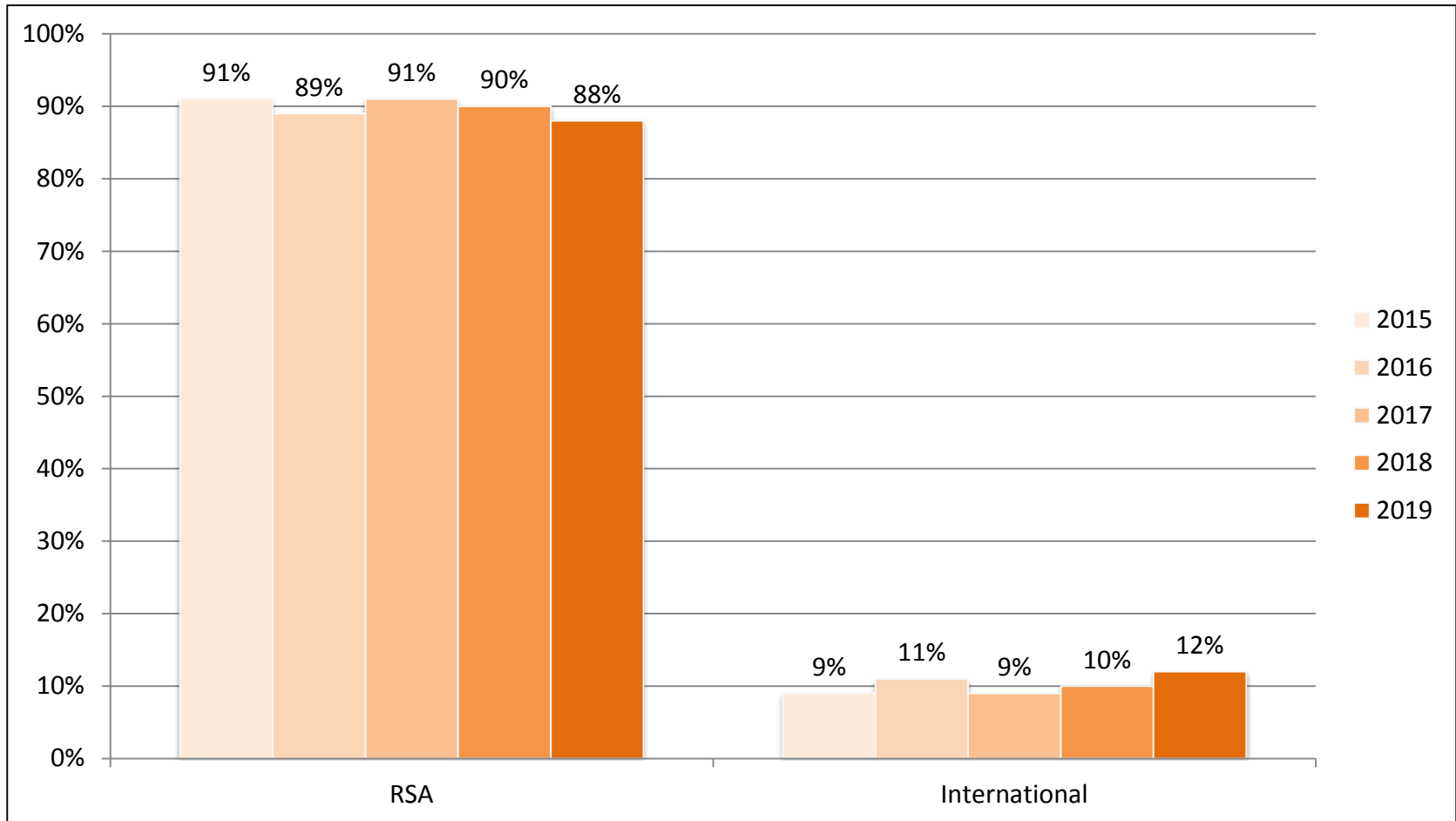
2018	Sample	%	Total Attendance*
Local Residents	83	24	15 263
Day Visitors	31	9	5 724
Overnight Visitors	231	67	42 609
<b>TOTAL</b>	<b>345</b>	<b>100</b>	<b>63 596</b>

2019	Sample	%	Total Attendance*
Local Residents	64	23%	9 851
Day Visitors	53	19%	8 157
Overnight Visitors	164	58%	25 242
<b>TOTAL</b>	<b>281</b>	<b>100%</b>	<b>43 250</b>

The table outlines the breakdown of the estimated numbers that attended the event (both participants and spectators in Durban or at the finish). The breakdown of the numbers is based on the proportion of local residents and visitors, which has been obtained from the surveys. The event is not ticketed, so spectator attendance at the finish is estimated.

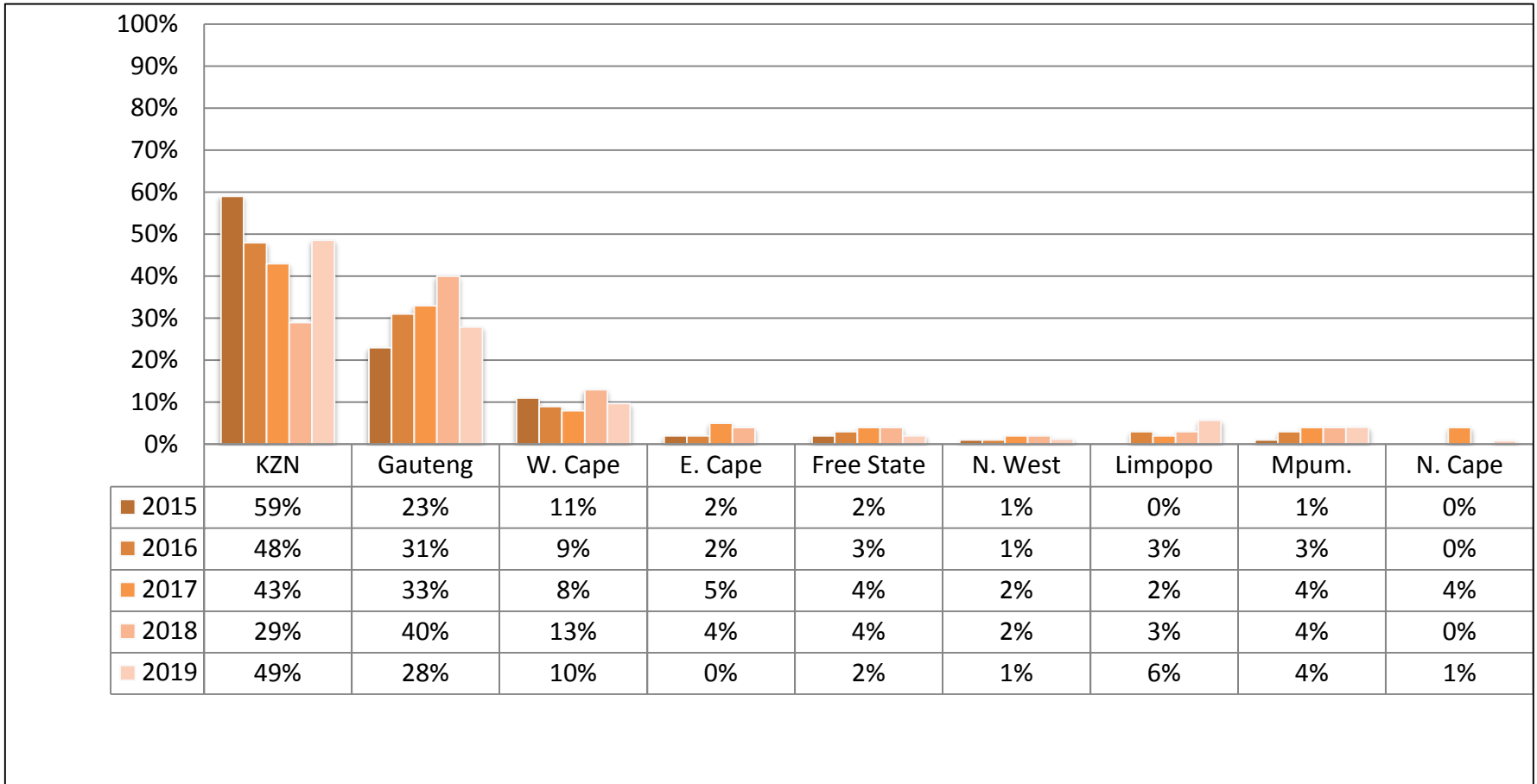
\*It is important to note that the total attendance (participants and spectators) at the finish was estimated to be **43, 250**. This is based on the total number of runners (21, 625) multiplied by average group size of spectators (2.0). Also, it should be noted that Durban is bigger and more accessible venue when it comes to the finish.

# Origin of Respondents: RSA v International



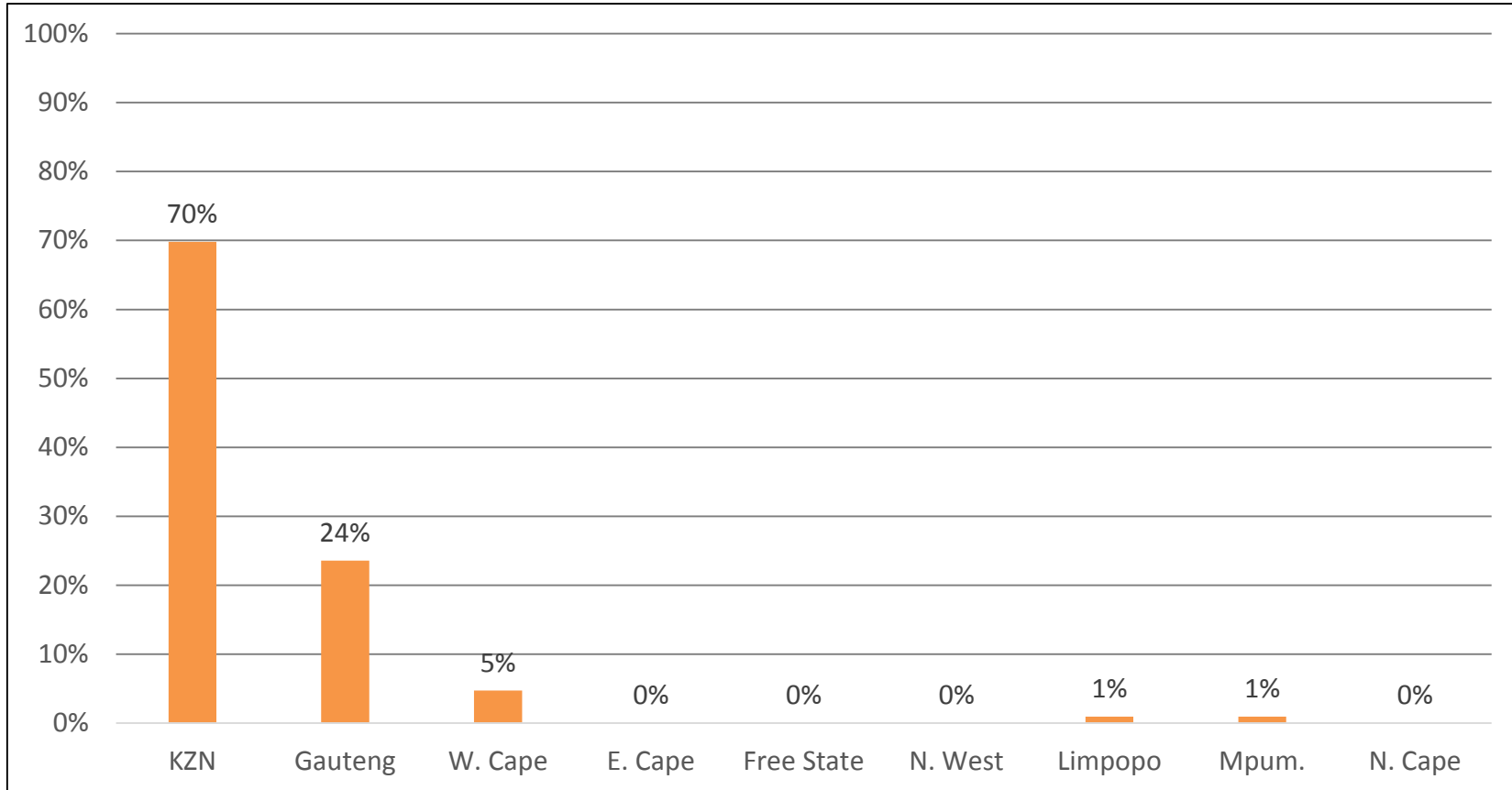
The event continues to attract a large number of domestic participants and spectators, with 88% of the respondents being from SA in 2019. There was a slight increase (+2%) in the number of international respondents, but the numbers still remain quite high and the event is still considered to be internationally renowned.

# Province of Origin: (Domestic Respondents Spectators & Participants)



The graph shows that there was an increase (+20%) of respondents who came from KZN when comparing 2018 and 2019. The Western Cape and Gauteng both had a slight decrease of (-12%) & (-3%) for the former. Contrary to previous years where there was a continued downward trend with regards to respondents who come from KZN, 2019 has the second highest percentage within the past five years since 2015. The number of respondents from the Eastern Cape, North West, Mpumalanga, and the Northern Cape did not change much except for Limpopo which had a (+3%) increase.

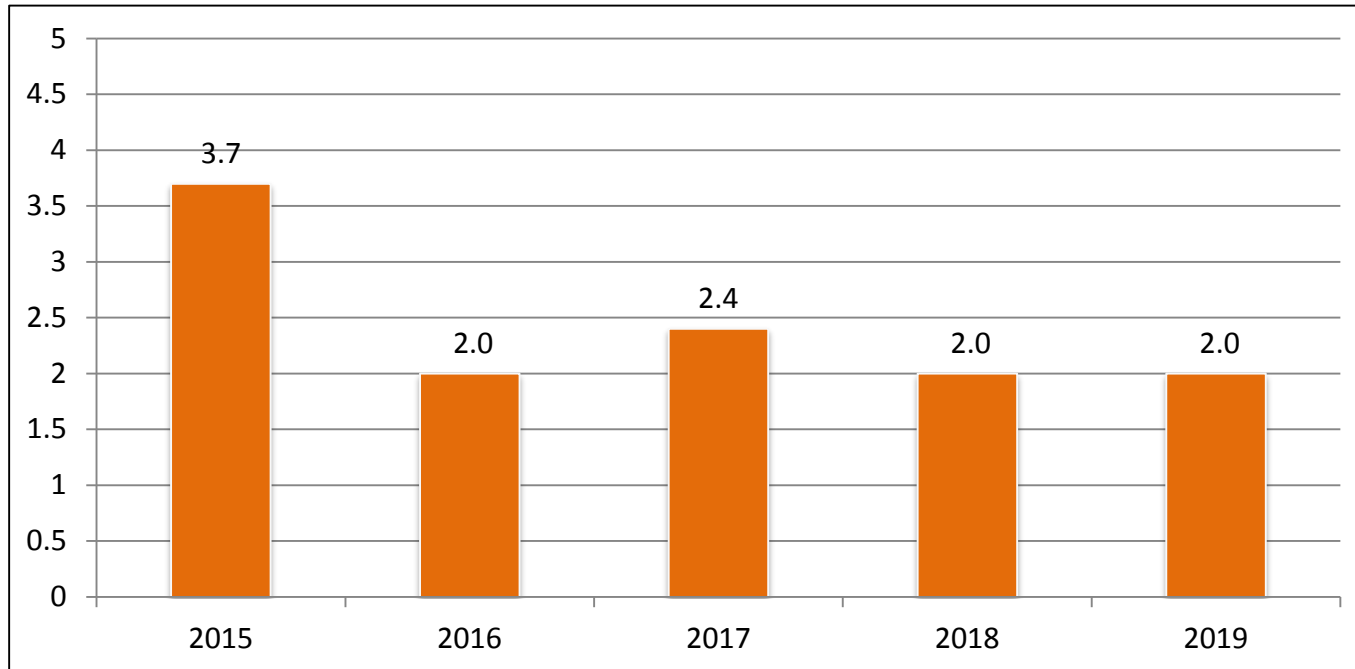
# Province of Origin: (Domestic Spectators ONLY)



The graph shows that the majority of respondents, excluding the participants, come from KZN itself with 70% of the total. This was followed by Gauteng with 24%, and the Western Cape with 5%. This reinforces that Gauteng continues to be KZN's key market when it comes to domestic tourism. There were major decreases across all the other provinces in 2019.

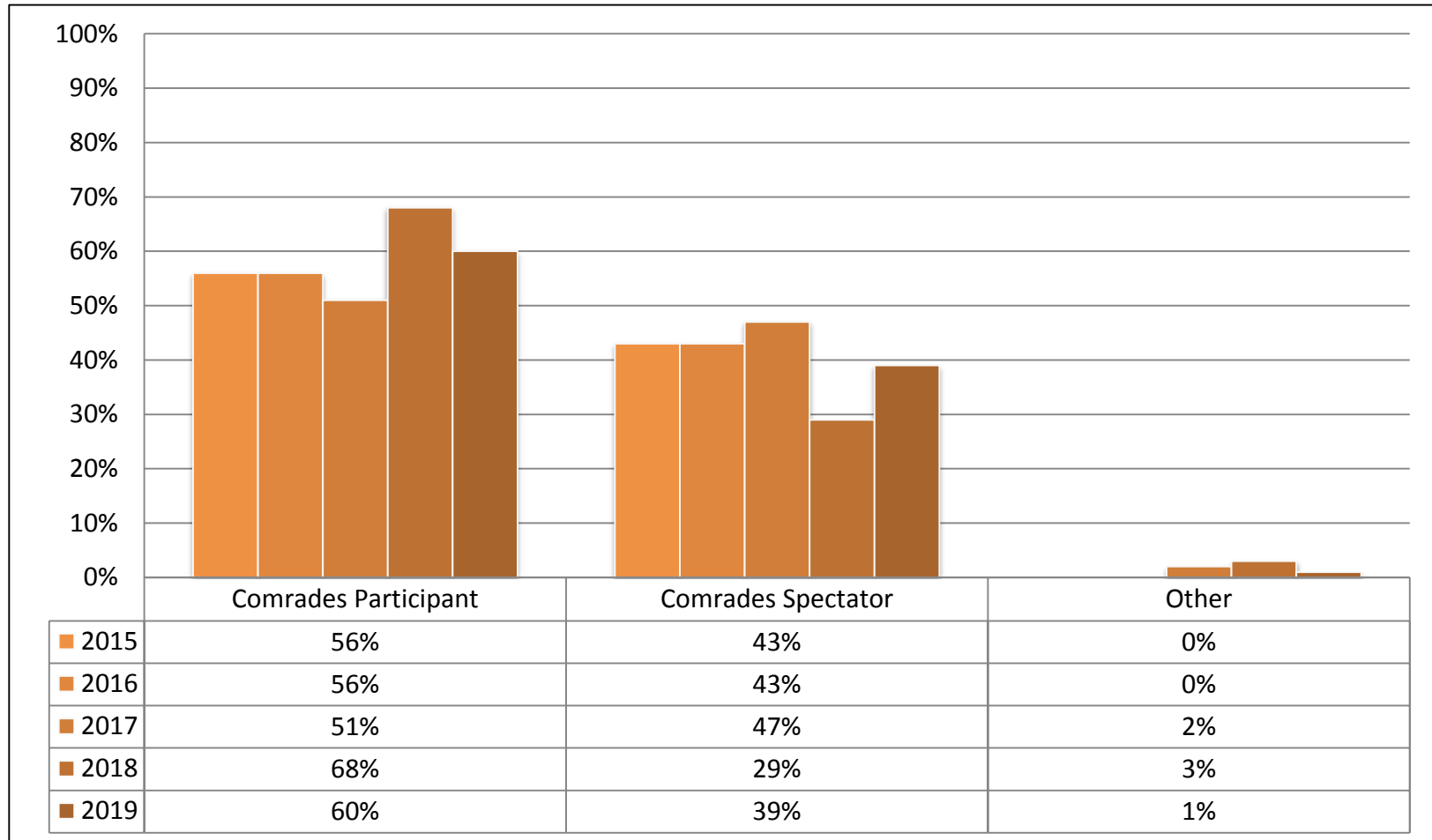
# Average Group Size

Average Group Size	2015	2016	2017	2018	2019
	3.7	2.0	2.4	2.0	2.0



The average group size remained at 2.0 in 2019, there was no difference when compared to 2018. The average has still not reached the figures of 2014 and 2015. This may indicate that people continue to travel in smaller groups to save on costs or that a smaller number of family and friends are attending the event to support the participants.

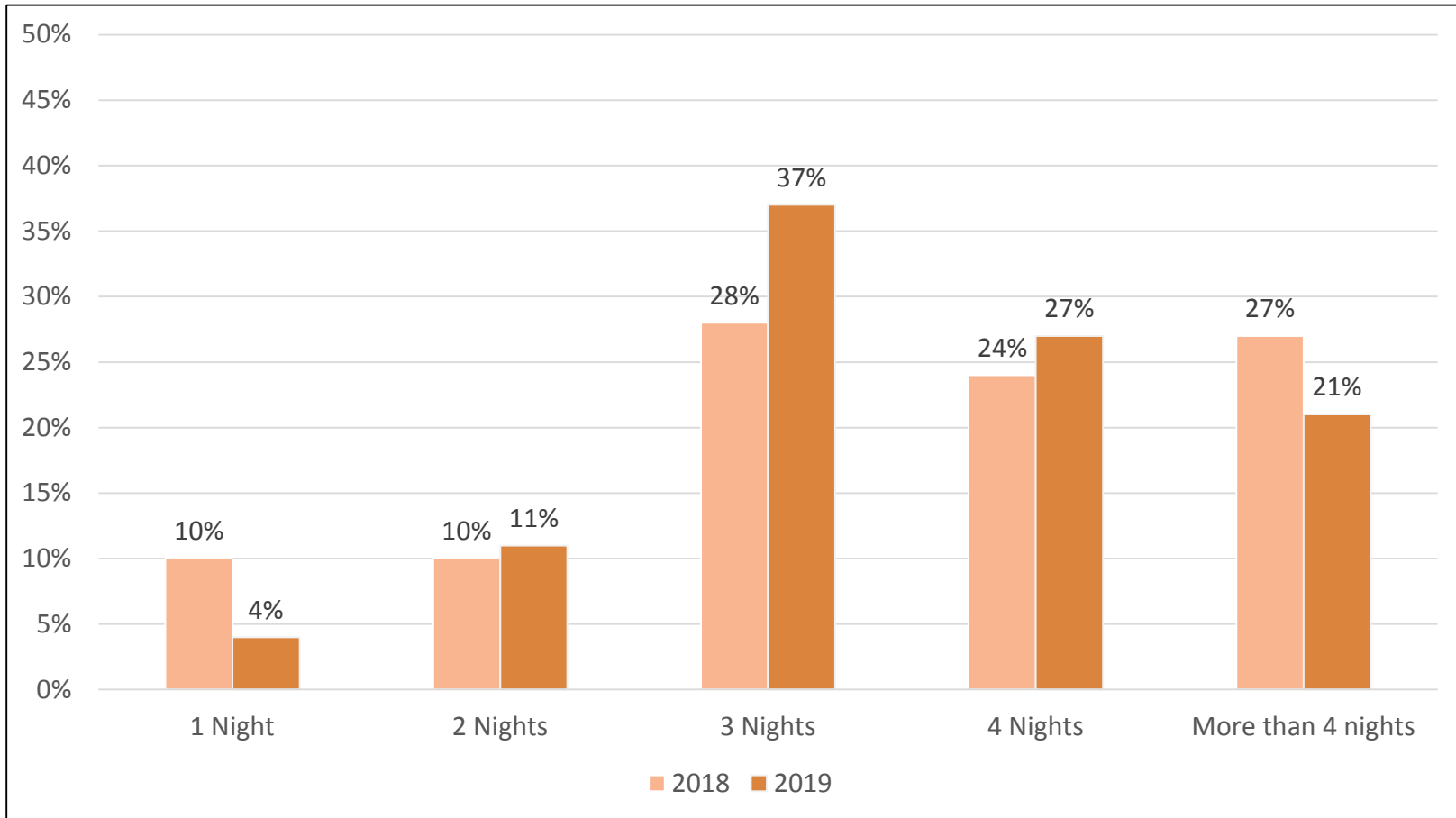
# Primary Reason for Visit



As is evident, the majority of the respondents were in KZN primarily for the event itself. Only 1% were here for other purposes such as “vacation”. This shows that the event is the main draw card for attracting people into the province during the time period in which it takes place.

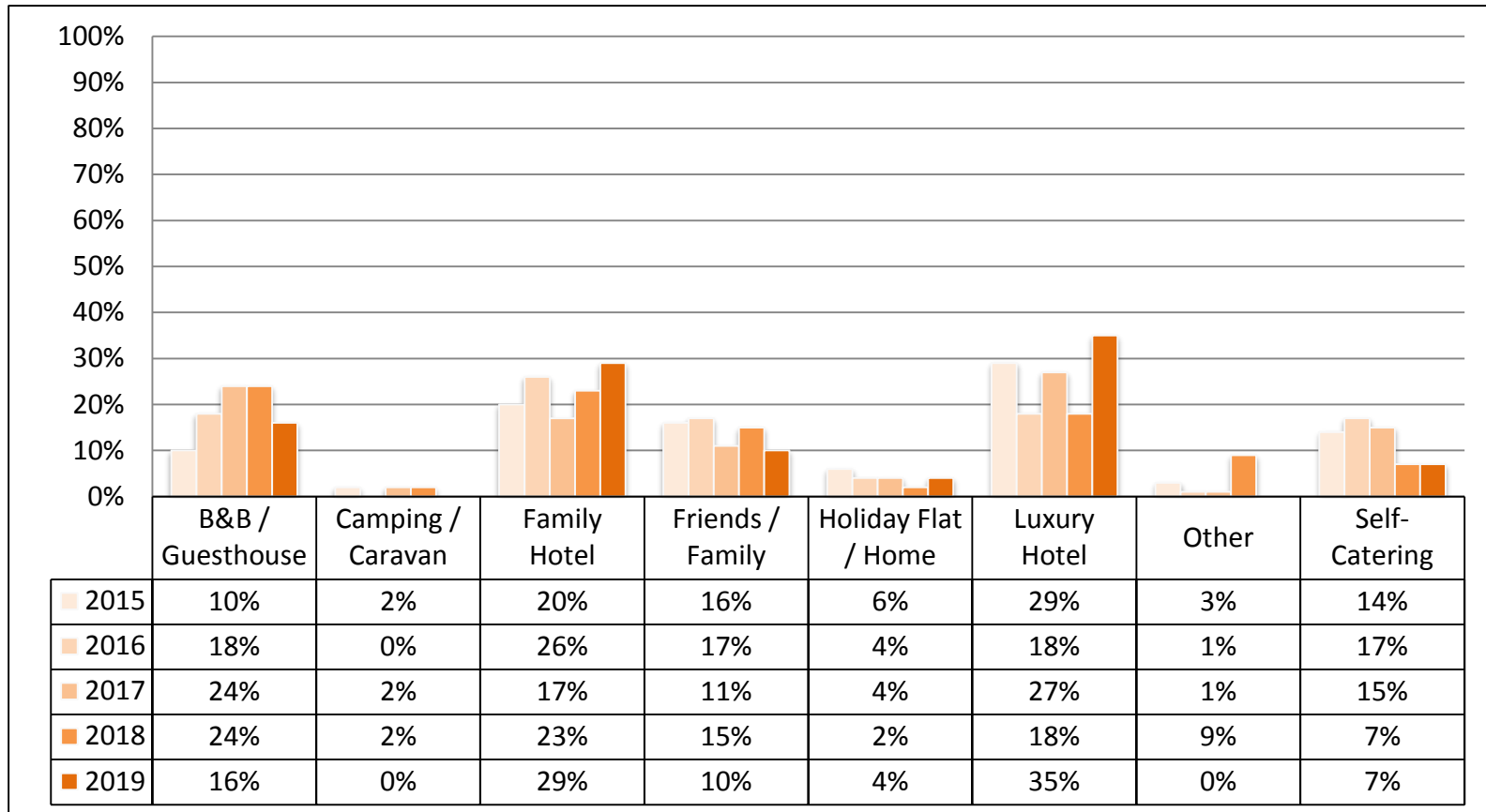


# Length of Stay (Overnight Visitors)



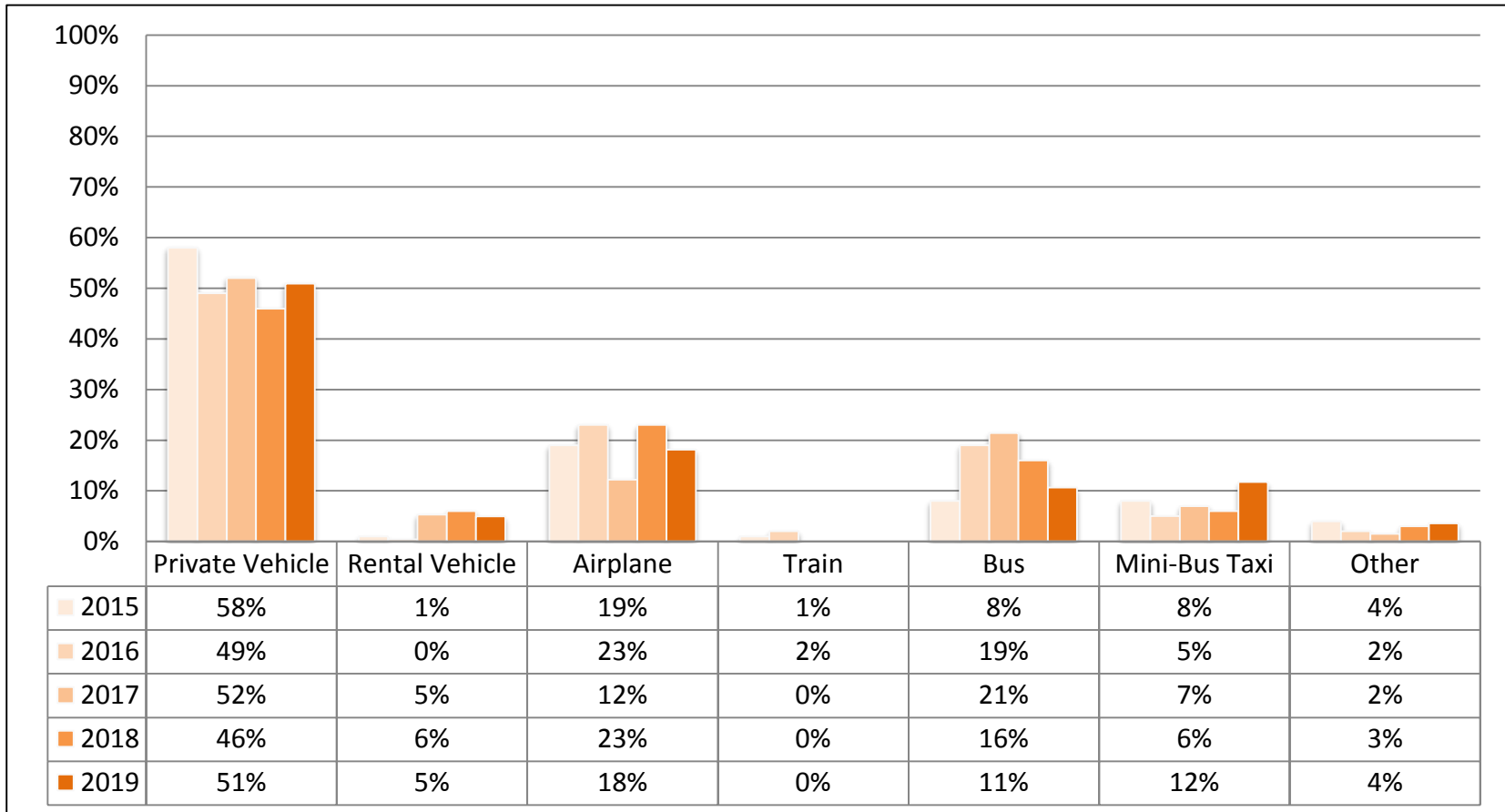
In 2019 most overnight respondents stayed between 3 nights (37%) and 4 nights(27%) , which was means there was a 9% increase in the number of respondents who stayed for 3 nights. This shows that the respondents continue to stay for more than 3 nights in the local area of the event of which is positive when it comes to the economic impact of the event. This due to the type of the event with the first 3 days people may be attending the expo the other days.

# Accommodation Types



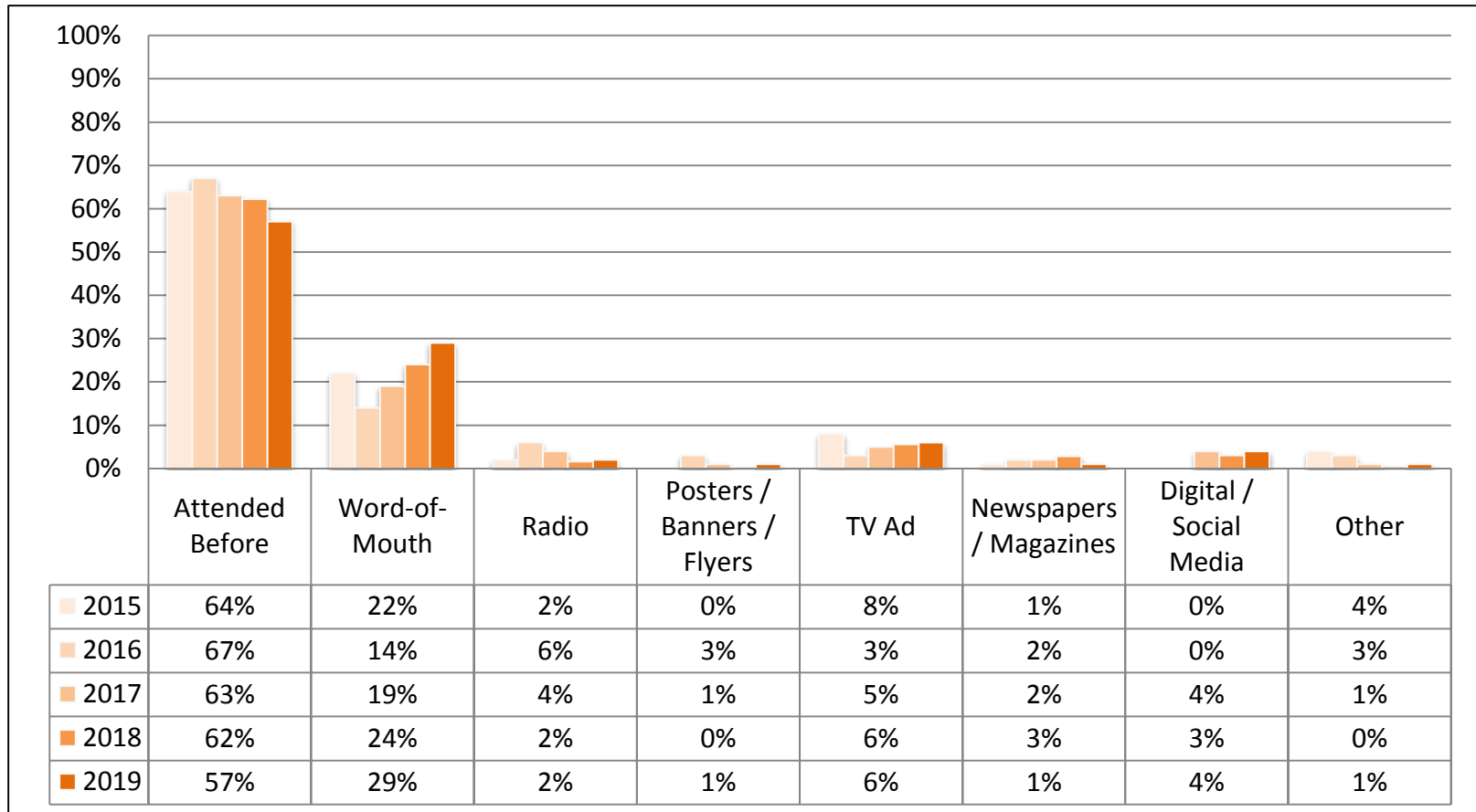
“Luxury hotels” in 2019 had the highest number of respondents who stayed at this type of accommodation as 35% of respondents stayed in this type of accommodation, which means there was a 17% increase when compared with 2018. The graph shows that there was an increase (+6%) in the number of respondents who stayed at “Family Hotels” when comparing 2018 and 2019. There was a (-8%) decrease when it comes to respondents who stayed in “B&B/Guesthouse” when comparing 2019 and 2018. About 65% of all respondents stayed in affordable accommodation.

# Transport to Event (Visitors Only)



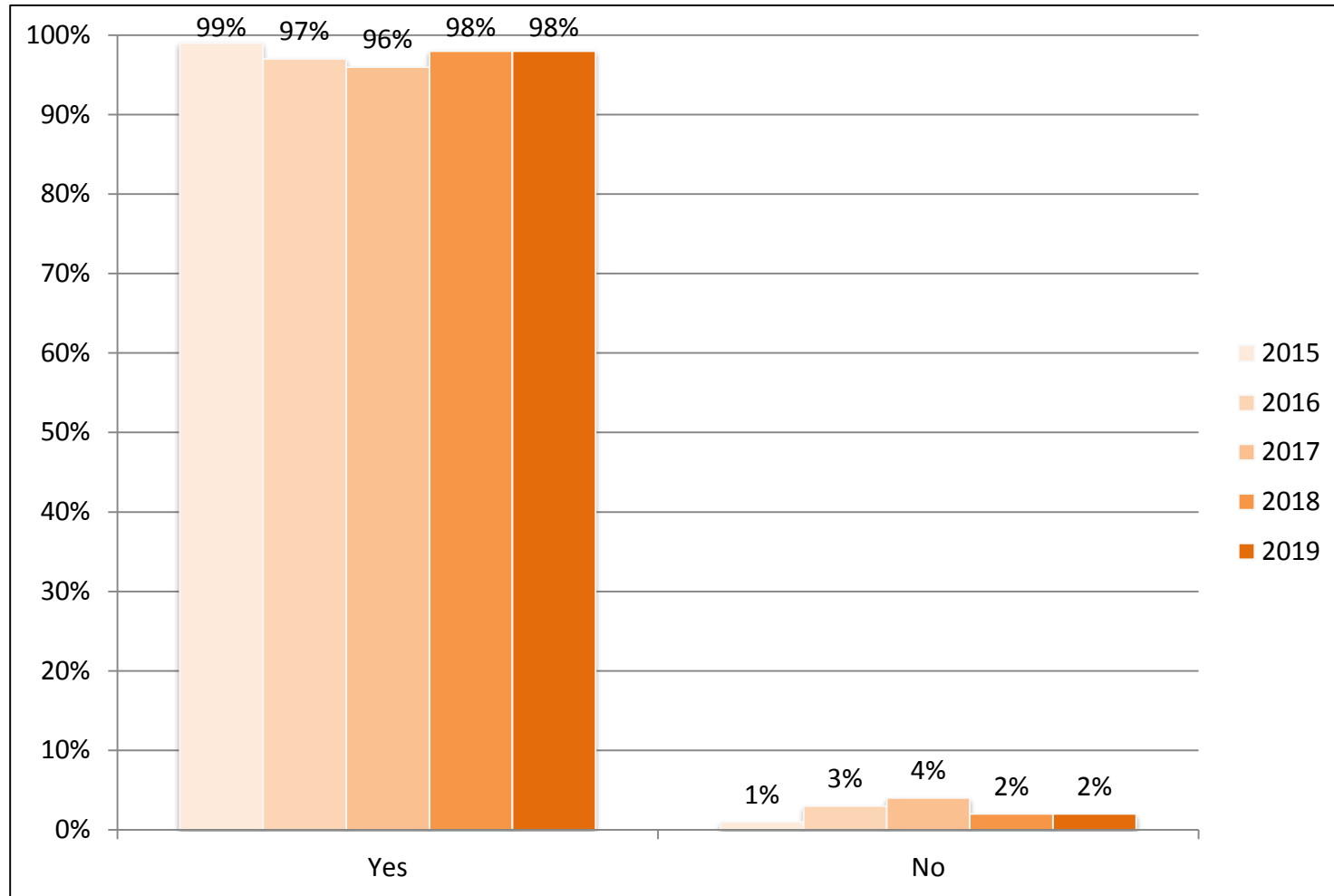
This graph indicates that there was a slight increase in the use of private vehicles, and a decrease in the use of busses by respondents. The most common form of mode of transport that was used by most respondents is private vehicles. There was a notable increase in the number of respondents who used mini-bus taxi's when comparing 2018 and 2019, with an increase of 6%.

# Influence to Attend



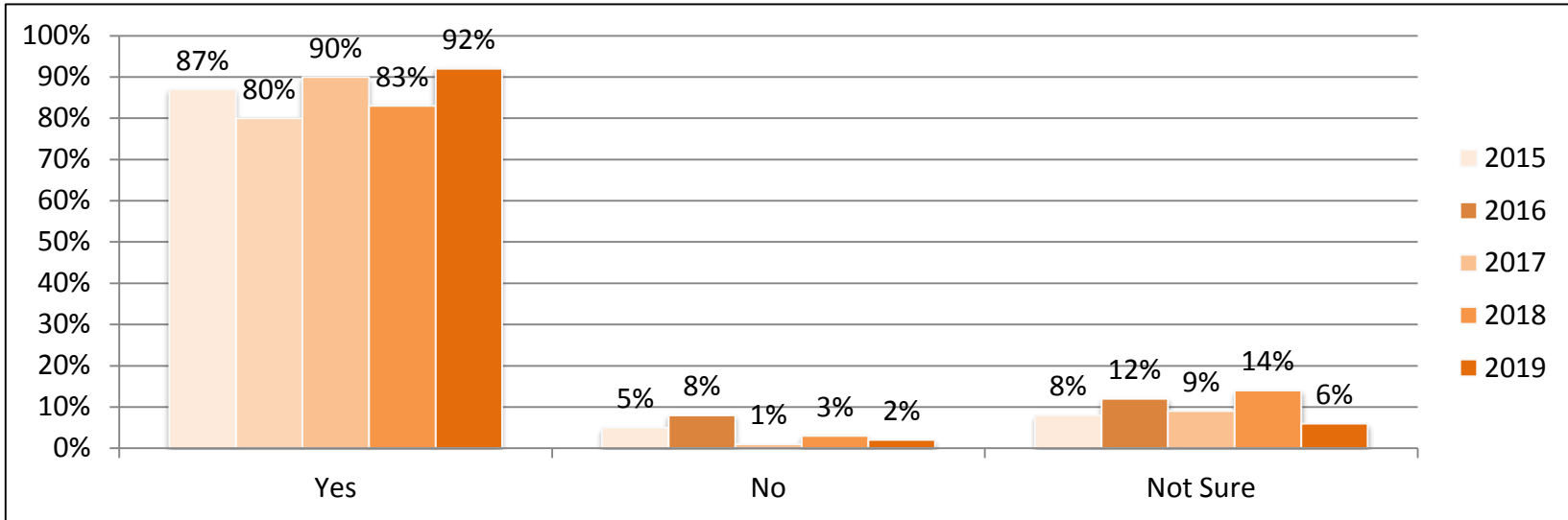
In 2019, 86% of the respondents attended the event without the influence of any traditional media - i.e. 57% had been influenced by their previous attendance, while 29% were influenced by “Word-of-Mouth”. This is an indication that the event is well organized and provides a good experience for respondents since a large amount have attended before.

# Information Satisfaction



Almost all of the respondents indicated that they were satisfied with the information provided by the organisers. There have been no significant changes in these trends since 2015.

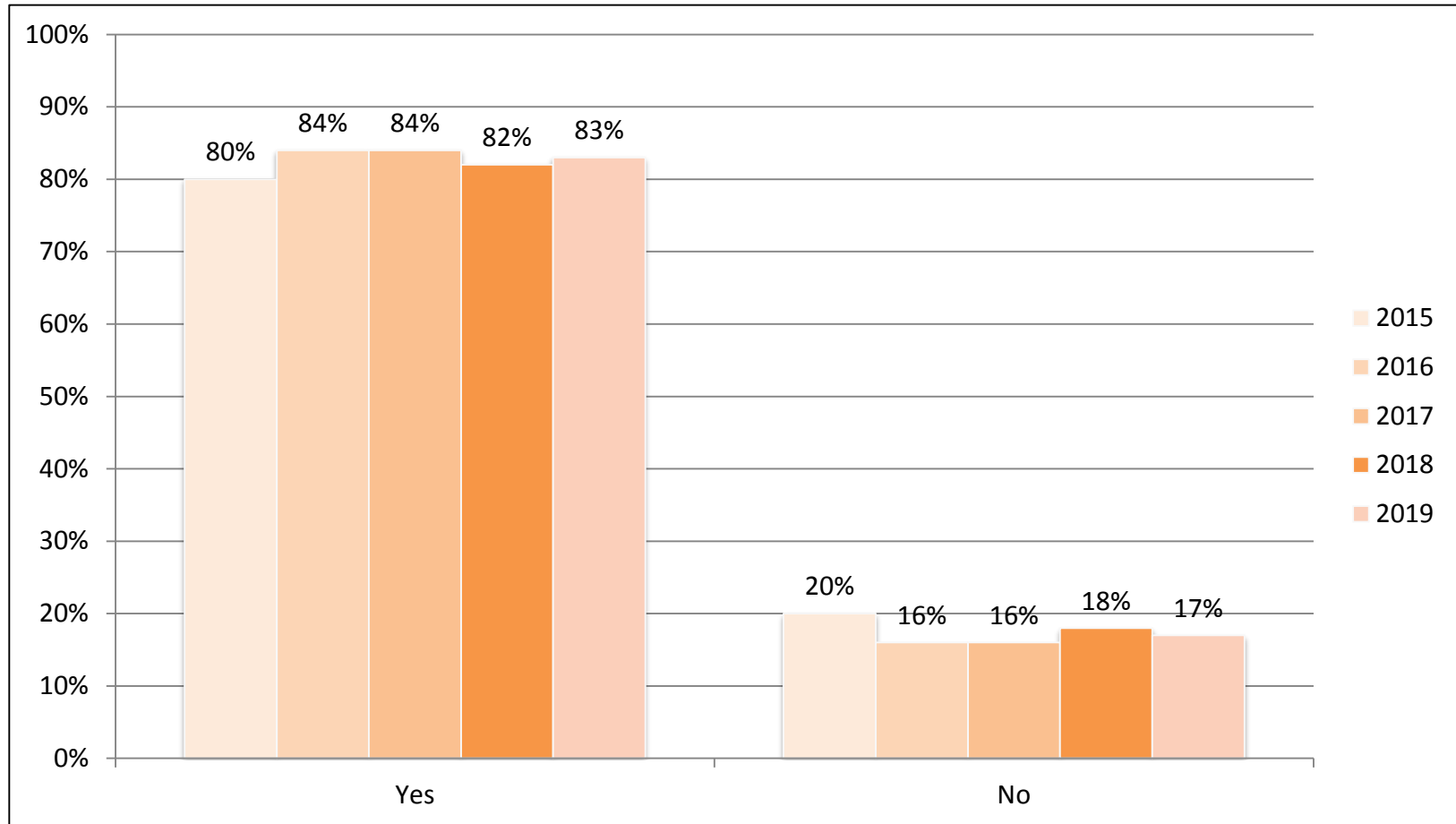
# Future Attendance



Participants						Spectators				
Year	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
<b>Yes</b>	89%	80%	90%	83%	92%	87%	81%	91%	85%	93%
<b>No</b>	6%	6%	0%	3%	2%	3%	8%	2%	1%	3%
<b>Uncertain</b>	5%	14%	10%	13%	6%	10%	11%	7%	14%	5%

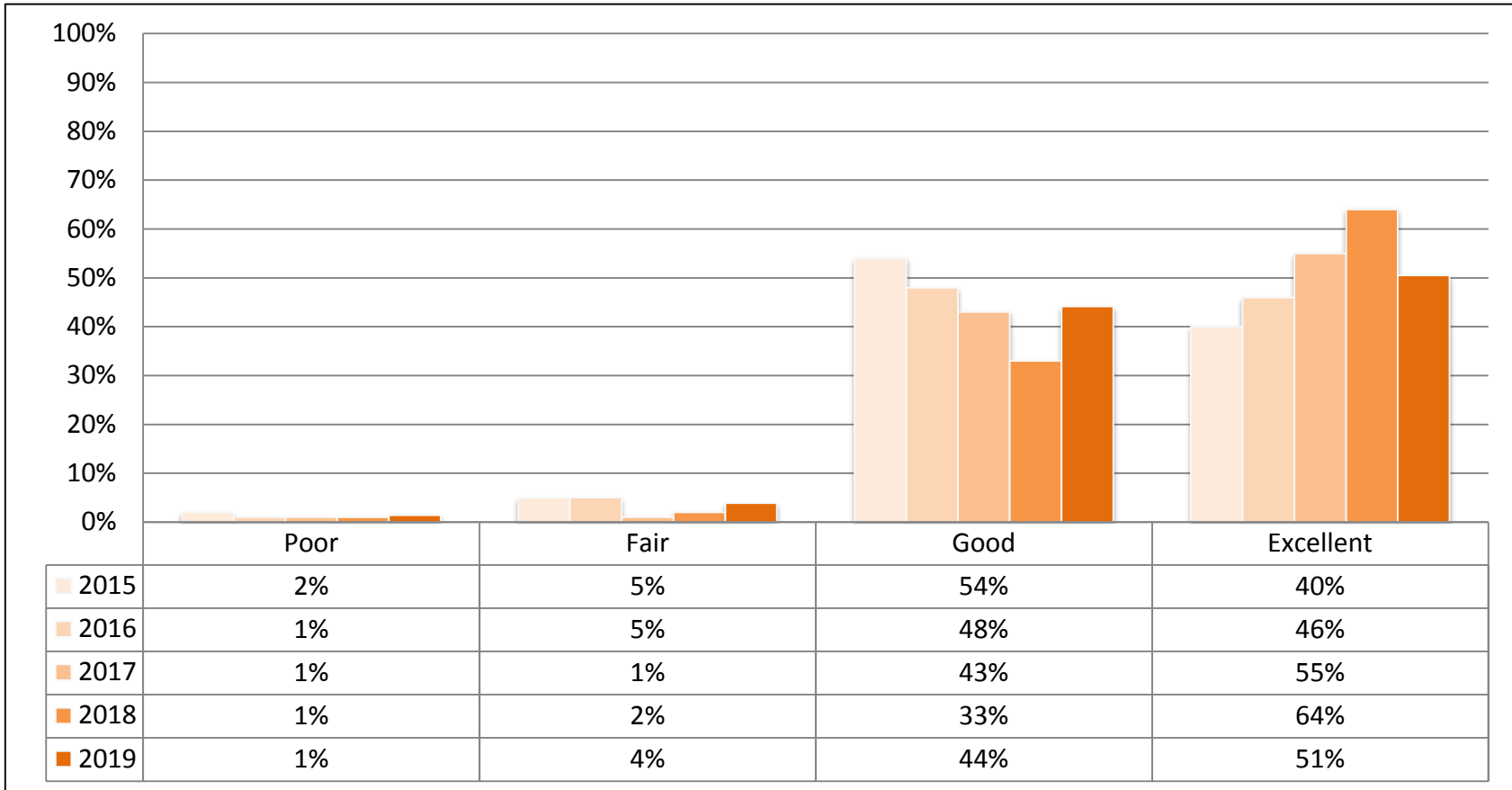
Most participants and spectators intend to return to the event next. Furthermore there was a 9% increase in those who intend to attend return to the event. The nature of comrades is such that it attracts people year after year.

# Previous Attendance



Most respondents had attended the event in previous years. This is an indication that the event is popular, well supported and has a good reputation. These findings back up the fact that many respondents are influenced by “Word-of-Mouth” and / or their previous attendance.

# Experience Rating



In 2019, a total of 95% of respondents indicated that they had a 'good' or 'excellent' experience. However, it is positive to note that there was an increase in respondents rating their experience as 'good', when comparing 2018 and 2019 by (11%). This information further emphasizes that the event continues to hold an excellent reputation amongst the general public.



# Marketing Improvement Suggestions



As with previous years, many respondents were of the view that the event was well marketed. Most respondents indicated that the event is “fine as it is” and “well marketed”. However, the following **suggestions** were made with regards to how the marketing may be improved:

- 1) More direct advertisement and marketing e.g. CNN & Sky News
- 2) More marketing on radio and tv
- 3) More posters in major towns

# Increasing International Participation

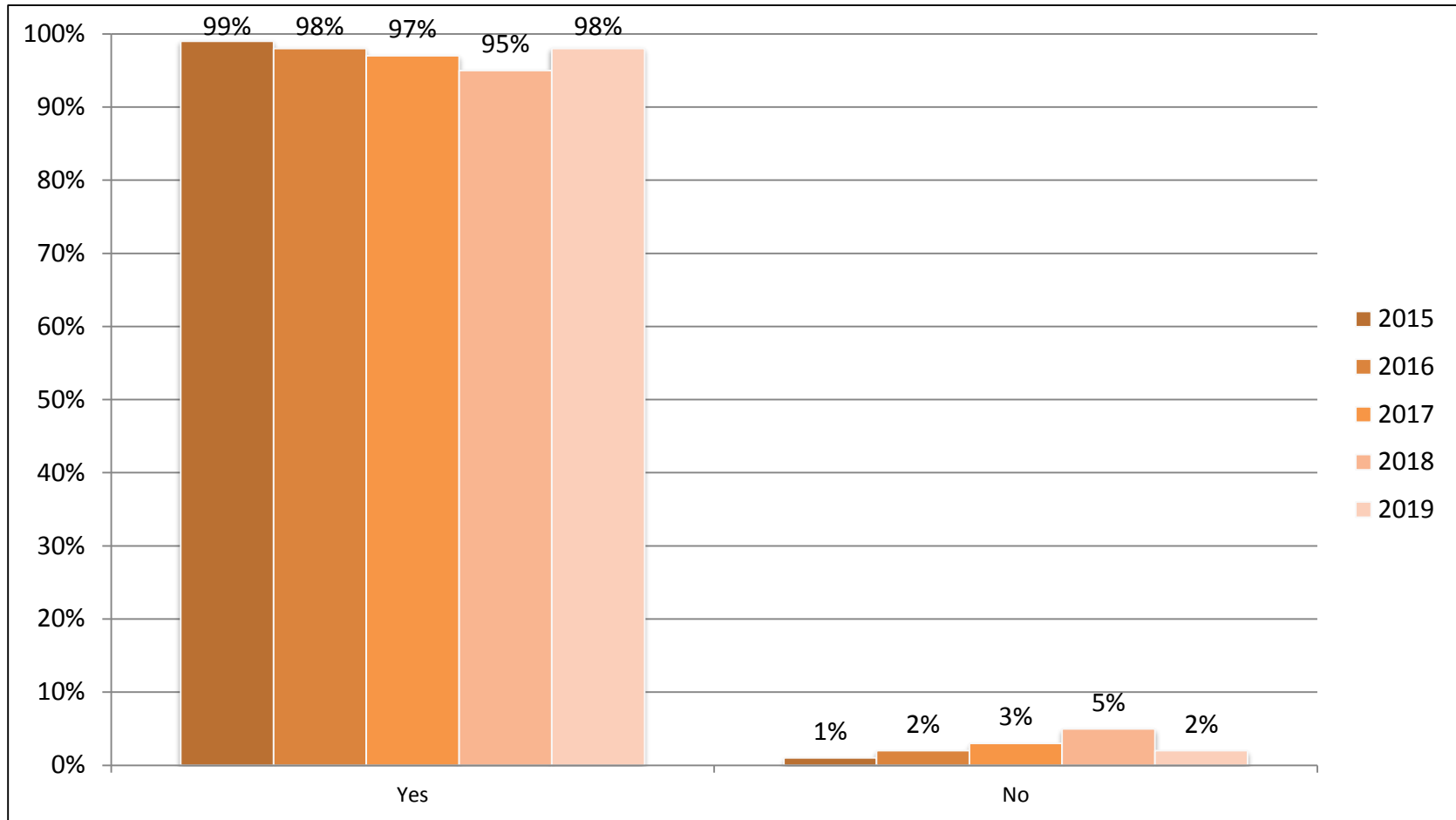


When the respondents were asked how the **number of international participants** could be increased, the following suggestions were noted:

- 1) Discounted prices when it comes to accommodation for comrades participants.
- 2) Link up with other athletic clubs from abroad
- 3) Lower the cost for international entrants fee
- 4) More aggressive marketing outside South Africa especially on social media platforms

\*It is important to note that the general public are vaguely unaware of the “behind the scenes” marketing efforts of the CMA\*

# Recommend the Event



The majority of the respondents indicated that they would recommend the event to their friends and family, there was a 3% increase in those who said they would recommend the event when comparing 2018 and 2019. This shows that the event is popular and is well thought of. This information is supported by the high percentage of respondents who attended the event in previous years.

# Recommend the Event to Family and Friends?



## The event was, once again, recommended for the following reasons:

- It's a lifetime experience
- Good life challenge
- It's a good and healthy sport
- Great vibe and atmosphere
- Beautiful day out
- Fun and exciting
- Friendly people and nice city
- It's a family sport
- Best marathon in the world
- It creates social cohesion
- Great family event
- Well organised
- The ultimate human race indeed

# Average Spend



	2015	2016	2017	2018	2019	%
<b>Average total spend</b>	R5 739	R5 605	R4 511	R6 752	R9 880	32%
<b>Non-residents participants</b>	R9 209	R9 203	R6 025	R7 941	R5 056	-57%
<b>Resident participants</b>	R1 186	R689	R1 369	R747	R1 559	52%

The average total spend increased considerably in 2019, when compared to both 2017 and 2018. The increase can be seen across the categories with the exception of non-resident participants. Within the past 2 years, from 2016 to 2017, the average spend of participants has fluctuated, it is positive to note that in 2019 it increased when compared to 2018. There continues also to be a trend whereby resident participants have a higher average spend when there is a “Up Run”.

\*\*Percentage increase\*\*

# Estimated Economic Impact 2019: Resident and Non-Resident Participants



## Non-Resident Participants

- N = 16 651
- Mean: R5 056
- Estimated direct (mean) spend **excluding** Std Error = R84 201 565
- Estimated direct spend of at least R74 347 798 and as much as R94 055 332

## Resident Participants

- N = 4 974
- Mean: R1 559
- Estimated direct spend **excluding** Std Error = R7 758 192
- Estimated direct spend of at least R2 483 590 and as much as R13 032 795

\*This is based on the 21 625 runners who had started the race in 2019.

# Estimated Economic Impact



Zulu Kingdom. Exceptional

	2017	2018		2019
<b>Non-resident participants</b>	Low: R74 175 459 Middle: R88 241 518 High: R102 307 592	Low: R107 926 075 Middle: R127 922 640 High: R147 919 206		Low: R74 347 798 Middle: R84 201 565 High: R94 055 332
Resident participants	Low: R1 504 758 Middle: R3 179 889 High: R4 855 019	Low: R2 602 395 Middle: R3 802 235 High: R5 002 076	Non-resident Spectators	Low: R76 967 594 Middle: R128 736 731 High: R180 505 868
<b>Direct spend</b>	<b>*At least R75 680 217</b> <b>**As much as R107 162 611</b>	<b>*At least R110 528 471</b> <b>**As much as R152 921 284</b>		<b>*At least R151 315 392</b> <b>**As much as R274 561 200</b>
<b>Total spend</b>	<b>*At least R151 360 434</b> <b>**As much as R214 325 222</b>	<b>*At least R221 056 944</b> <b>**As much as R305 842 567</b>		<b>*At least R302 630 784</b> <b>**As much as R549 122 400</b>

**Note:** The local residents' spend was NOT included in the direct and total spend calculations, as per international best practice.

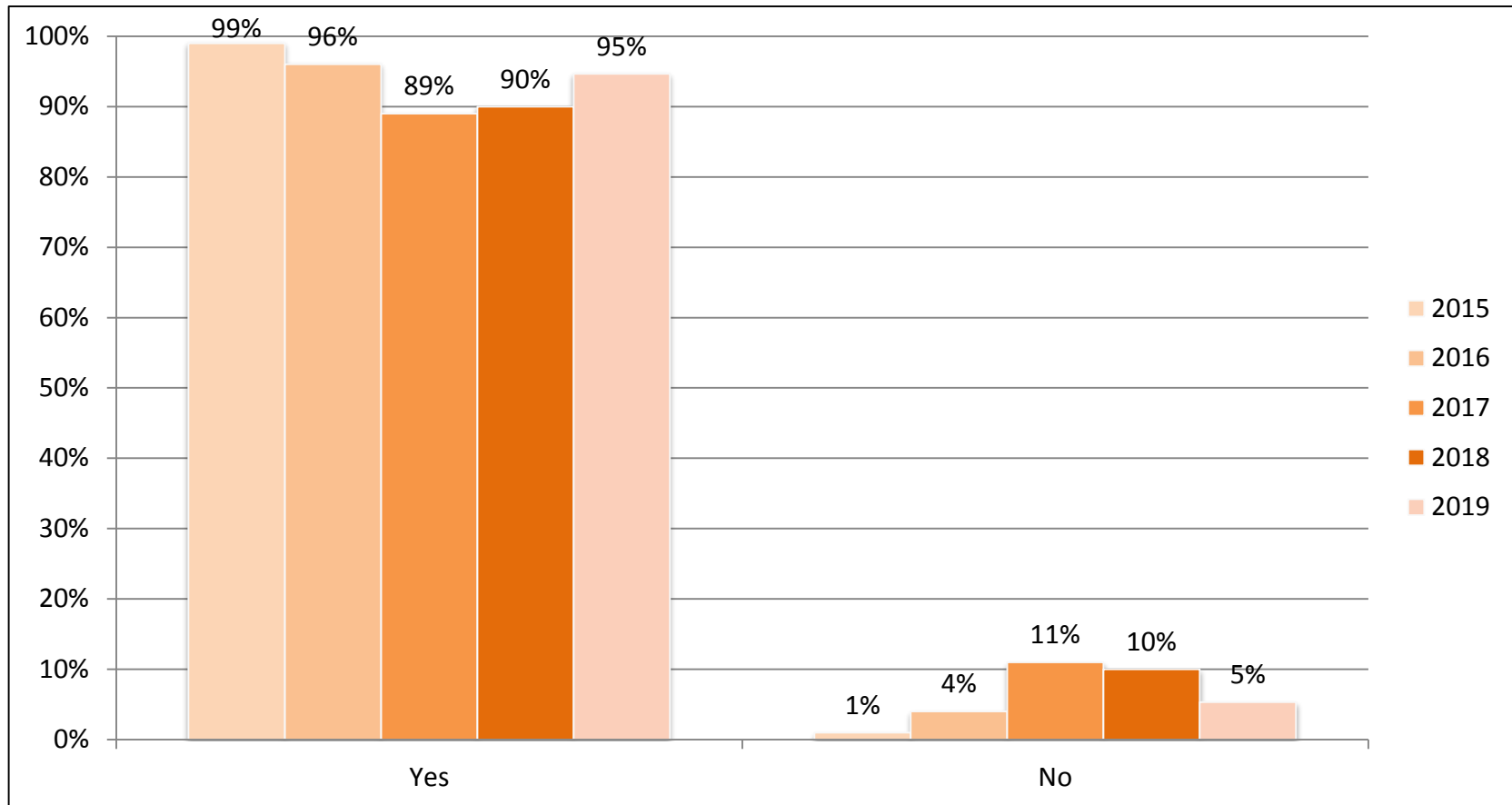
\*Low estimate taking into account a 95% standard error  
 Medium estimate not taking into account a 95% standard error  
 High estimate taking into account a 95% standard error  
 \*\*A multiplier of 2.0 was used to more accurately estimate the broader economic impacts.

# Problems Experienced

2015	2016	2017	2018	2019
Too much traffic	Too much traffic in PMB	Parking at the Expo in Durban and PMB	Signage is very poor	Parking issues
Not enough parking	The parking was an issue	Those assisting with registration were not friendly	Parking is a challenge	
More security needed	Did not receive the T-Shirt that was requested	The food prices at the Expo and at the finish were too high	Things are expensive	
Clothing in Comrades	The areas for the showers were crowded	Traffic congestion in PMB	No dedicated lines for marathon buses	
Not enough goodie bags		Information systems were faulty		



# Recommend KZN



In 2019, 95% of the respondents said that they would recommend KZN as a tourism destination to their friends and family. There has been a slight 5% increase between 2018 and 2019 in the number of those who said “Yes”.

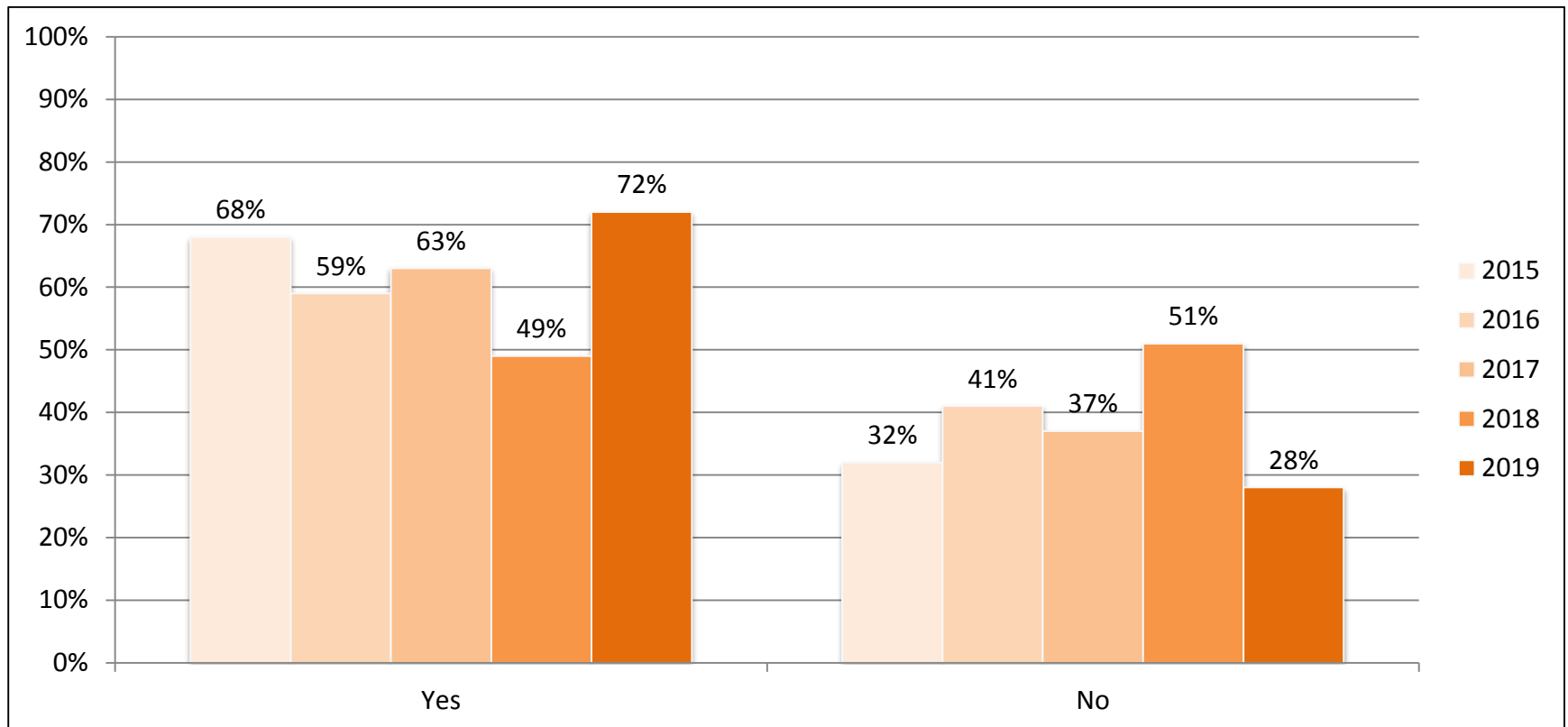
# Recommend KZN (cont'd)



## The province was recommended for the following reasons:

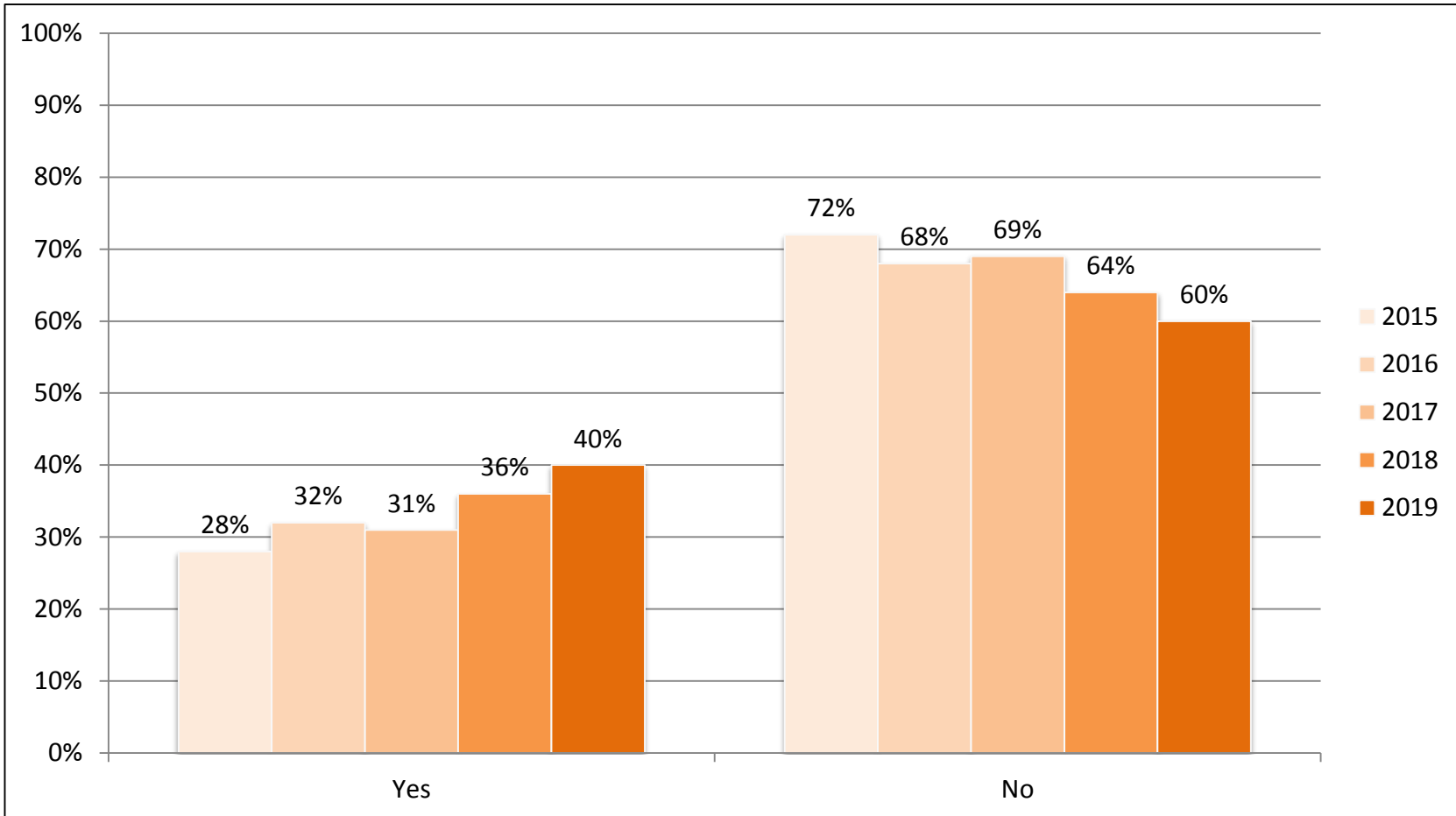
- Variety of things to do
- Good weather
- Friendly people
- Fun city
- Good beaches

# Visit KwaZulu-Natal for a Holiday in the next 12 months?



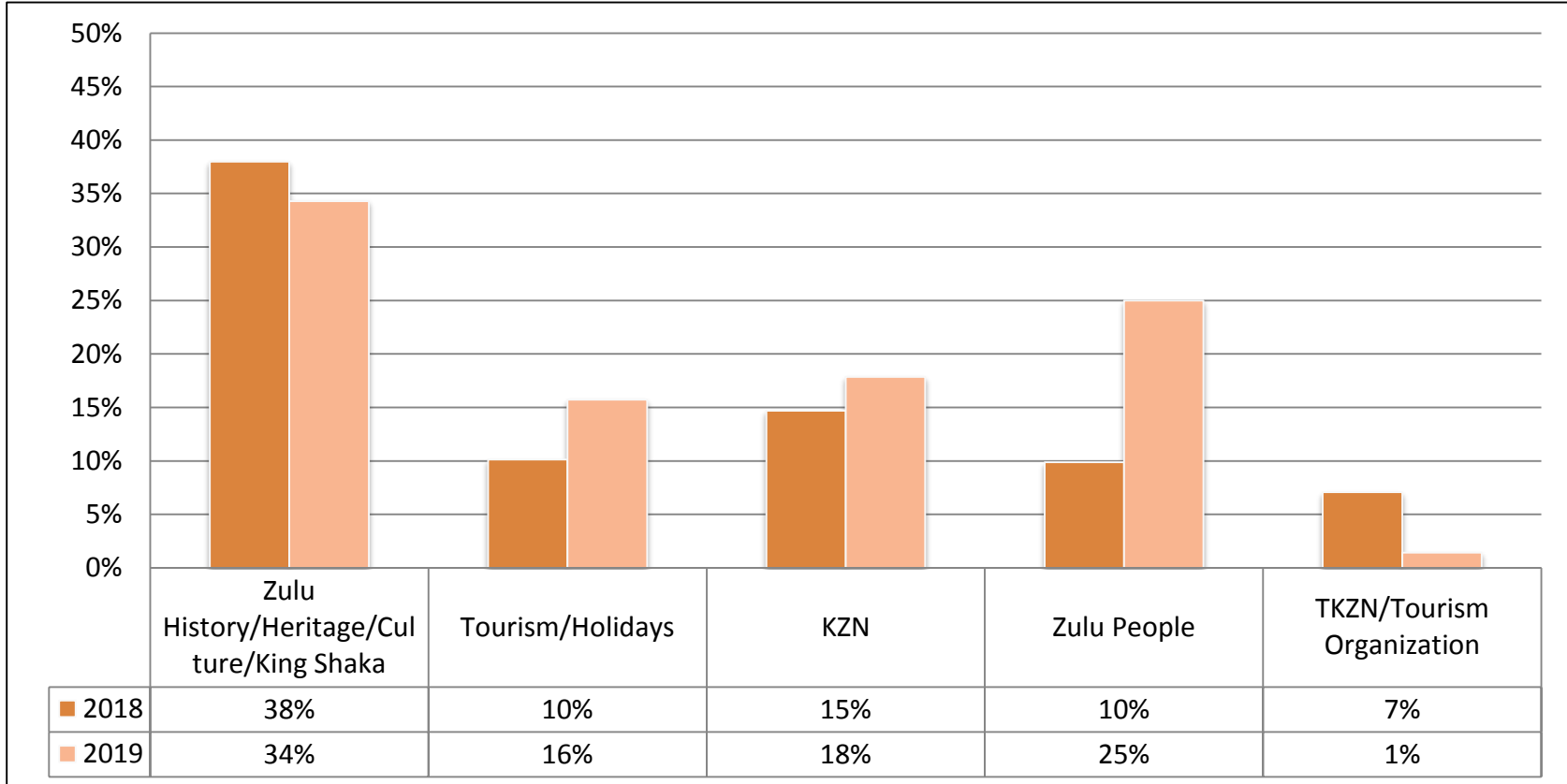
In 2019, 27% of the respondents indicated that they would return to KZN for a holiday, within the next 12 months. There is a (23%) increase when compared to 2018. It is positive to see that there has been an increase in the number of respondents who plan to visit KZN for a holiday, with 2019 being the highest % within the previous 4 years.

# Familiar with TKZN Slogan



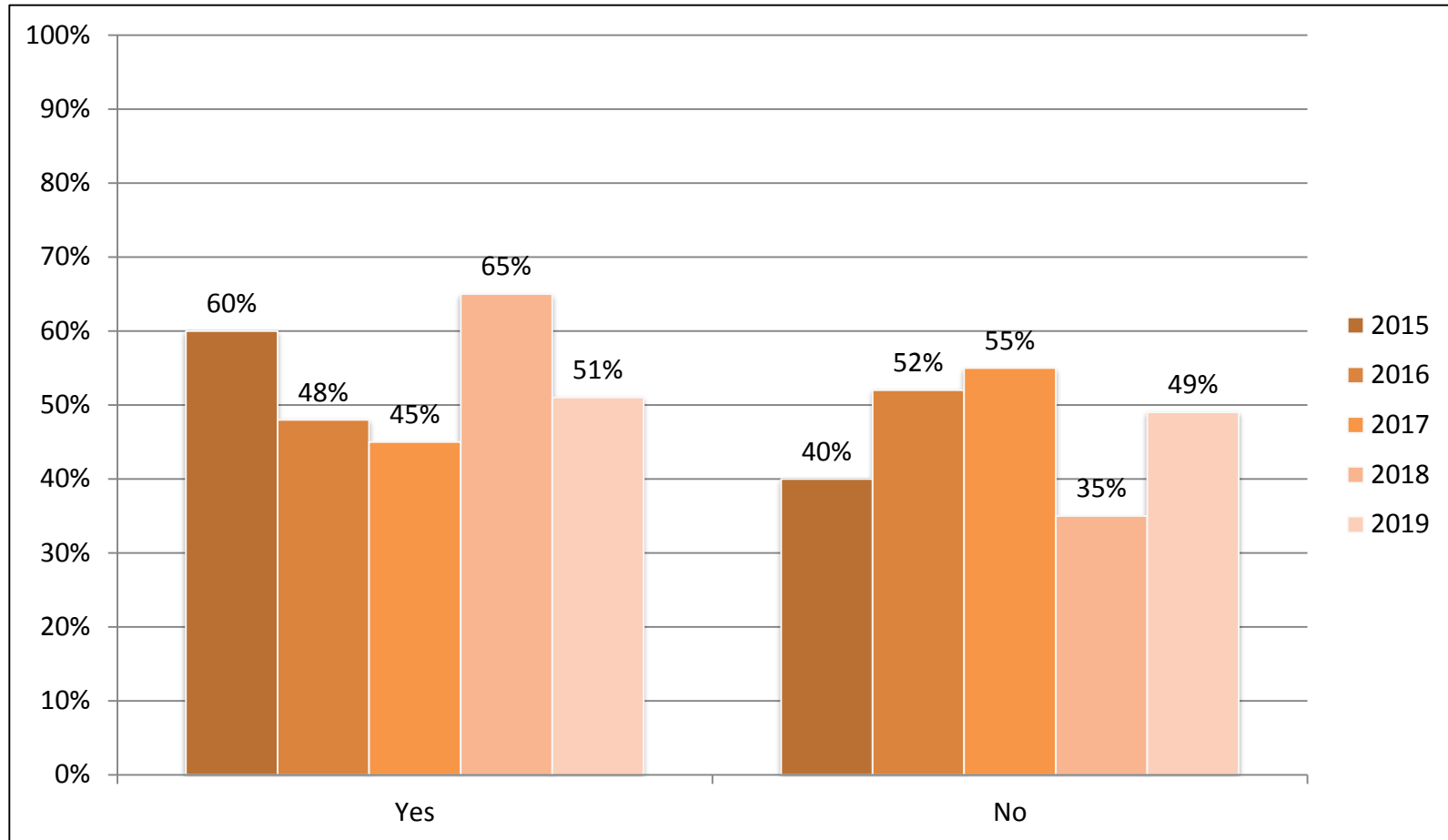
The recognition of the TKZN slogan has increased slightly (+4%) in 2019, when compared to 2018. The familiarity with the slogan still continues to be very low and this would need to be addressed by TKZN in future. It should also be noted that this trend is similar in the findings from other event reports – i.e. there is a general issue with the brand awareness for TKZN.

# Associations with TKZN Slogan: Top 5



When comparing 2019 and 2018 there has been a (6%) increase with regards to the respondents who associated the slogan with “Tourism/ Holidays”. It is negative to note that that was a (-6%) decrease in 2019 when it comes to respondents who associated the slogan with “TKZN/Tourism Organisation”.

# TKZN Logo



The recognition of the logo has decreased by 14% in 2019, when compared to 2018. In 2018, the highest % of the rating of the logo was recorded.

# Noted Zulu Kingdom Logo? (cont'd)



	Resident						Visitor				
	2015	2016	2017	2018	2019		2015	2016	2017	2018	2019
<b>Yes</b>	73%	64%	60%	74%	61%		54%	41%	40%	62%	48%
<b>No</b>	27%	36%	40%	26%	39%		46%	59%	60%	38%	52%

Both residents' and visitors' recognition of the logo decreased in 2019, with residents seeing a 13% decrease and latter with 14% decrease.

# Where the Logo was Noted

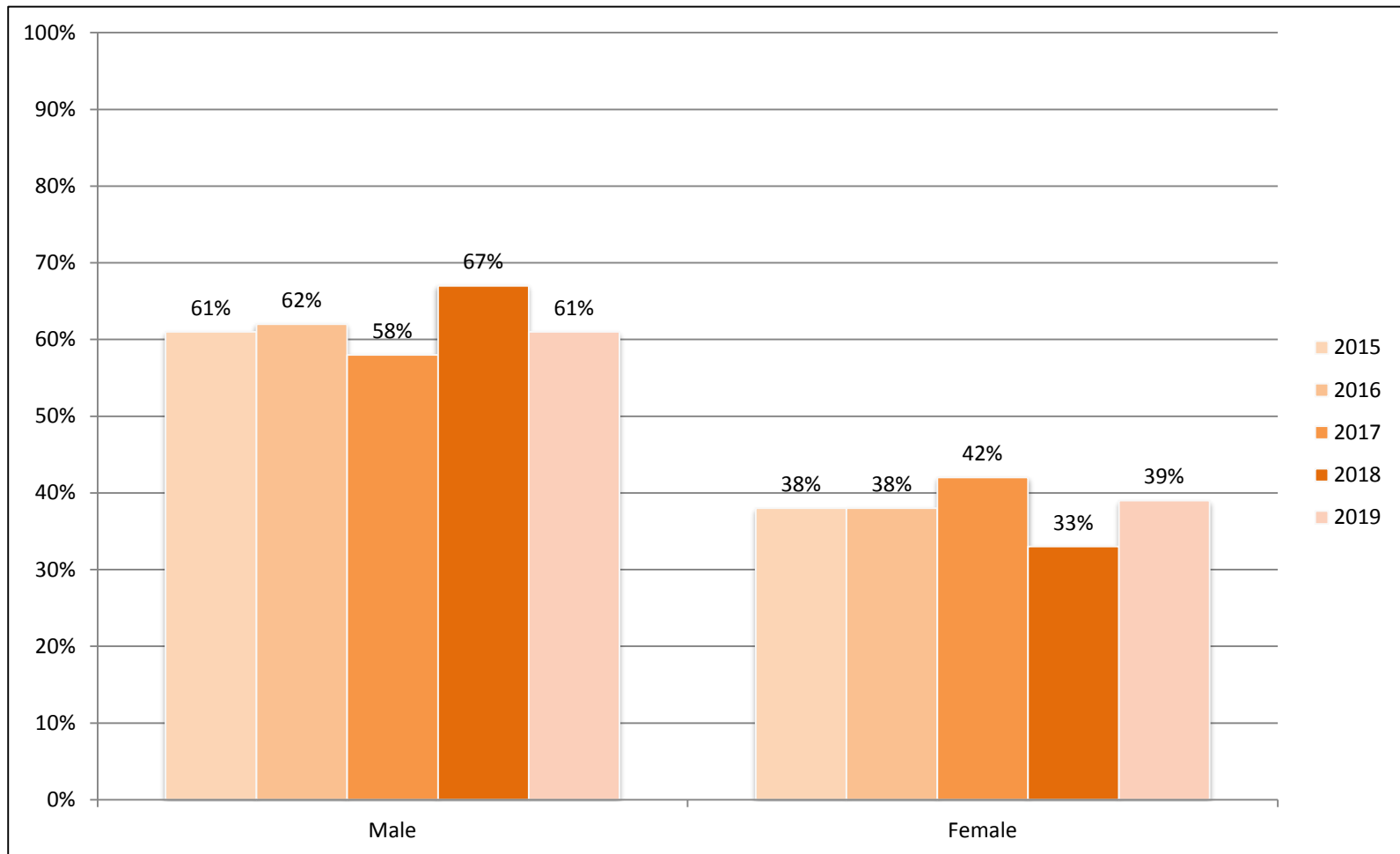


	2015	2016	2017	2018	2019
Billboards/Posters/Banners	4%	8%	11%	19%	9%
<b>Airport/King Shaka Airport</b>	24%	15%	9%	19%	15%
<b>TV</b>	7%	12%	20%	17%	26%
Brochures/Pamphlets	6%	1%	6%	7%	2%
Magazine	1%	4%	11%	7%	6%
Internet/Social Media	4%	7%	13%	8%	5%
Newspapers	0%	8%	2%	5%	2%
Clothing/Merchandise	2%	1%	3%	2%	1%
Event(s)	10%	3%	6%	5%	8%
Attractions (uShaka Marine World)	27%	15%	6%	5%	9%
Accommodation (Hotel, B&B)	0%	3%	6%	2%	5%
<b>Unsure/Cannot Recall</b>	0%	17%	10%	2%	14%
Other	12%	15%	3%	1%	0%

The TKZN logo was mostly noted on “TV” with 26% and “airport” (King Shaka Airport) with 15%. The negative though is that the percentage of respondents who are unsure/ cannot recall where they have seen the logo increased by 12% when compared to 2018. Furthermore, there as a -10% decrease in those respondents who noted the logo on “billboards/posters/banners” in 2019.

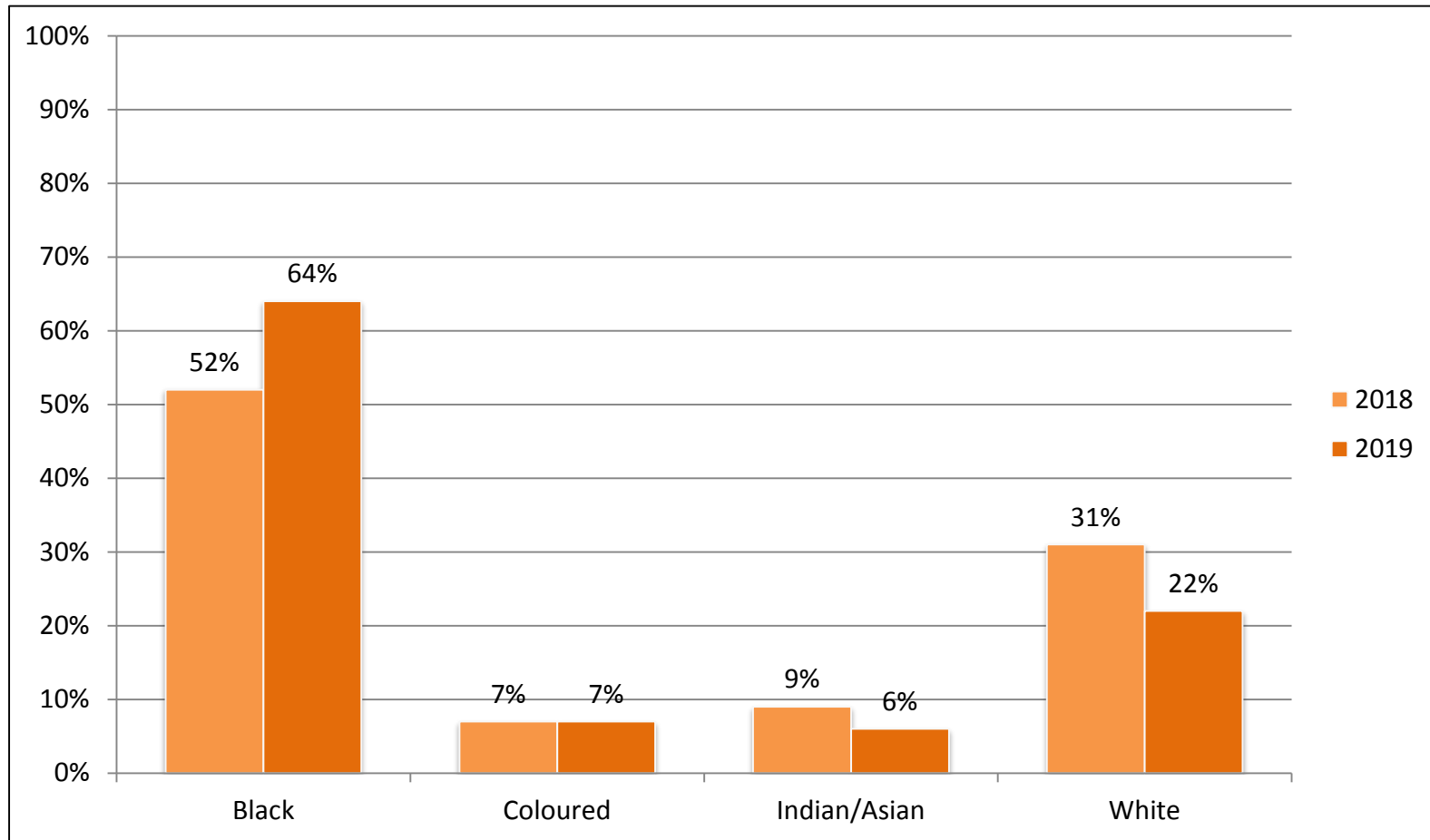


# Demographics: Gender



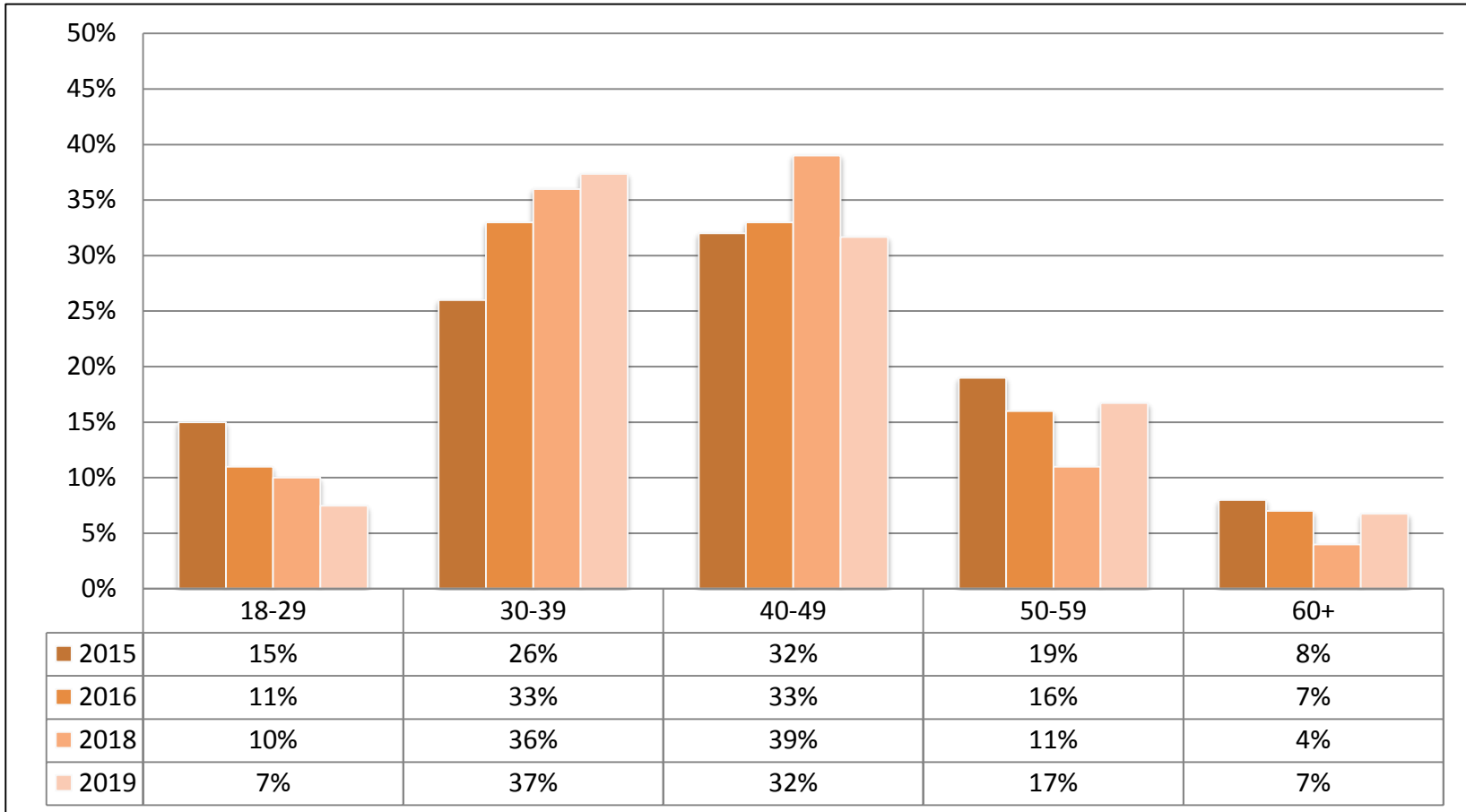
There was an increase in the number of female respondents (6%) interviewed in 2019. Furthermore, even though there was a decrease in number of male respondents the majority of the respondents continue to be males. The majority of the entrants the event were also males so this is finding is to be expected.

# Demographics: Population Group



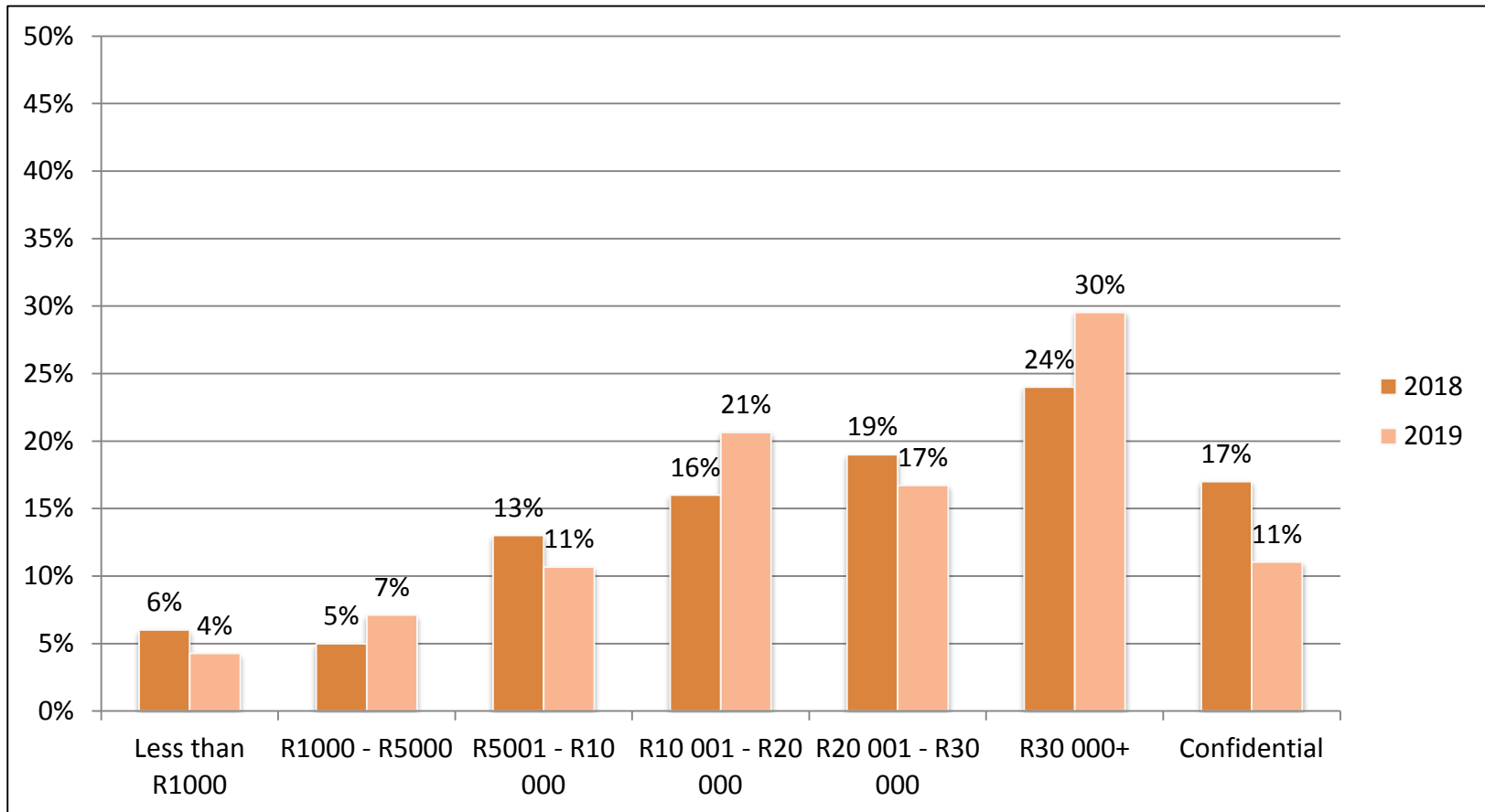
In 2019, 64% of the respondents were 'Black', while 22% were 'White'. There was a 12% increase in the number of 'Black' respondents, while there was a 3% increase in the number of "Indian /Asian" respondents.

# Demographics: Age



Most of the respondents are between 30 and 49 years of age. Furthermore, there was an increase in the '50-59' and '60+' age groups, and while there was a decrease in the '18-29' age group. It is worth noting that the age profile of the respondents is often related to the type of event.

# Demographics: Income Level



In 2019, the majority of the respondents (68%) earned between R10 001 and R30 000+ per month. There was an increase in the number of respondents who earned between R10 000 - R20 000 (5%) and those who earned R30 000+ (6%) of which explains why many stayed in “Luxury Hotels”. There was a decline of (-6%) in those who chose to keep their income as confidential.

# Findings



1. In terms of international entrants, the numbers increased from 2 164 in 2018 to 1 808 in 2019 (-20%).
2. It was noted that 77% of the respondents were visitors to the area during the event. This meant that 23% of the respondents were local residents to Durban/ eThekweni.
3. Of these visitors, 58% stayed overnight during the event while 19% were visiting for the day. This is a positive finding as the overnight visitors tend to have a higher spend and thus a larger impact on the economy.
4. The total attendance at the event was estimated to be 43 250. This includes both participants and spectators.
5. In terms of the proportion of domestic and International respondents in 2019, 88% were from SA while 12% were outside of SA (-2%) from 2018.

# Findings



6. Almost all of the respondents (99%) were in the area during the time of the event primarily for the event itself, either as a participant (60%) or a spectator (39%).
7. Most respondents stayed between 3 nights (37%) which is a 10% increase compared with 2018, or for more than 4 nights (27%) which means most respondents had enough time to engage in other activities within the event host city. This could have contributed to the economic impact of the event.
8. The majority of the overnight visitors stayed in “Luxury Hotels” (35%), “Family Hotels” (29%), “B&B/Guesthouse” (24%) or with “Friends/Family” (10%). There was an increase of 17% of those who used “Luxury Hotels” and a decrease of -8% on visitors who stayed in “B&B/Guesthouse”.
9. In terms of the type of transport used by the visitors, once again the most popular type was “private vehicles” (51%). This was followed by “airplane” (18%) and “mini-bus taxi” (12%).

# Findings



10. Just about 86% of the respondents were influenced to attend the event in 2018 by either their previous attendance (57%) or by “Word-of-Mouth” (29%). This continues to show that the event’s reputation alone has the potential to attract people year-after-year.
11. It was positive to note that 98% of the respondents were satisfied with the information provided by the organizers about the event.
12. When respondents were asked if they would attend the event again in the future, there was an increase of 8% to 92% in 2019. When looking at participants only, 92% said that they would, while 93% of the spectators said they would attend again. This is extremely positive for the overall growth of the event.
13. It was also noted that 17% of the respondents were attending the event for the first time in 2019, meaning that 83% had attended before. This is also positive as it shows that the event has the potential to attract “new-comers” every year as it has done in previous years.
14. It was extremely positive to see that 95% of the respondents has either an “excellent” (51%) or “good” (44%) experience at the event, with a 11% increase in those who had a “good” experience.

# Findings



15. There were very few recorded suggestions in terms of how the marketing of the event can be improved. This could show that the event is already well marketed, the suggestions that came up however, suggested that more marketing through posters in major towns, more marking on radio & tv and more direct advertising and marking.
  
16. The respondents were also asked their opinion on how the international numbers can be increased, some of the suggestions were as follows:
  - Discounted prices when it comes to accommodation for comrades participants
  - Link up with other athletic clubs from abroad
  - Lower the cost for international entrants fee
  - More aggressive marketing outside South Africa especially on social media platforms
  
17. Almost all (98%) of the respondents said that they would recommend the event to their family and friends which had a 3% increase when compared with 2018. Most of the respondents noted the following for recommending the event:
  - It's a good and healthy sport
  - Great vibe and atmosphere
  - It creates social cohesion



# Findings



18. It was estimated that the average total spend of participants was R9 880, which had increased by 32% since 2018 (R6 752).
19. In light of the point above, the total estimated economic impact for non-resident participants and non-resident spectators was in the **region of R302.6 million and R549.1 million** in 2019.
20. Parking continues to be a challenge when it comes to comrades especially at the finish in PMB, it was the only problem that was mentioned by respondents.
21. It was positive to note that 95% of the respondents said that they would recommend KZN as a tourism destination to their friends and family. Some of the reasons included the usual comments such as, “variety of things to do”, “fun city” and “friendly people”.
22. In addition to the above, 72% of the respondents plan to travel to or within KZN, in the next 12 months, for a holiday which is very positive and an increase of (23%) when compared to 2018. Having seen a general decline since 2014, 2019 has recorded the highest percentage of respondents who plan to travel to or within KZN in the next 12 months.

# Findings



23. It was noted that only 40% of the respondents were familiar with the TKZN slogan, “Zulu Kingdom. Exceptional”. Even though there was a slight increase of 5% when compared to 2018, this is a negative finding in terms of TKZN’s brand awareness.
24. In 2019, the majority of the respondents associated the slogan with “Zulu History/Heritage/Culture/King Shaka” (34%). It was positive to note that the number of respondents who associated the slogan with “Tourism/ Holidays” increased by 6%. The association of the slogan “TKZN/ Tourism Organisation” decreased considerably from 7% in 2018, to 1% in 2019 of which should be a major concern for the organisation.
25. When it comes to TKZN’s logo, only 51% of the respondents had noted the logo before. In terms of local residents, 61% had noted the logo before whereby only 48% of the visitors had noted the logo before.
26. The majority of the respondents noted the logo on “TV” (26%), on the “airport/King Shaka airport” (15%) or “billboards/posters/banners” (9%) and a considerable amount which were “unsure/cannot recall” (14%).

# Findings



## 27. In terms of demographics:

- 61% of the respondents were male, while 39% were female
- 64% were “Black” respondents, while 22% were “White” respondents
- The majority of the respondents were between the ages 30-49 (69%)
- 68% of the respondents earned between R10 001 and R30 000 + p/m.

# Recommendations



The following recommendations are based on the issues raised by the respondents which were discussed under the findings section of this report:

- 1) In terms of the marketing of the event, it is recommended that Comrades Marathon Association (CMA) improves on social media, by having a suggestions box or link where the general public can put through their suggestions on what they would like to be added or improved on with regards to the event.
- 2) When it comes to the suggestion to increase international runners, it is suggested that CMA continues to engage with other global marathons. This will help when it comes to advertising/marketing the event during those marathons, by doing so it will enhance the image of CMA and the event itself. Also there could be discounts for certain international runners who have ran the marathon for a certain number of years.
- 3) When it comes to the issue of parking during the Expo in Durban and at the Finish PMB in the marketing and advertising material CMA should mention the parking facilities in and around the DEC for spectators and participants. Also they could make engage with the Durban University Technology campus in PMB to use the rugby field for parking. The CMA should also involve the local Metro Police in the planning around the event especially when it comes to issues of traffic & parking to try and elevate this persistent issue.

# Recommendations



- 4) It is also recommended that signage be improved with regards to the whereabouts of the Expo, first timers' find it hard to find the place. Signage is an important aspect of an event of Comrades' magnitude.

The following recommendations have been selected for **TKZN**:

- 1) As was the case in other events, TKZN should be lobbying strategies to increase awareness of our branding – i.e. the slogan and the logo. There is a need for both of these branding techniques to be made more public so that people are aware of these and that they associate them with the province and all that it has to offer. Both the marketing and PR departments at TKZN should liaise with the research department on this.
- 2) TKZN should also work with the Comrades Marathon Association (CMA), as well as General Sales Agents (GSAs), in order to increase the number of international participants. Collaborations should also be formed in terms of the hosting, and setting up of packages, for these international runners/tourists. The international attendance and appeal of this event is what makes it the best in KZN, and in SA. There is therefore a need to continue to grow the international numbers.