

PROVINCIAL TOURISM STATISTICS WORKSHOP ²⁰¹³

FRAMEWORK TO MEASURE THE IMPACT OF EVENTS

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broadening horizons



tourism

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Outline

- Background
- Study Phases
- Event Impact Variables and Indicators
- Development of Indicator Framework
- Piloting the Framework
- Pilot Events
- Events Impact Framework
- Conclusion



Background

- Events important element in stimulating and developing tourism
- Feature prominently in tourism plans: destination marketing, domestic tourism,
- Other benefits: potential to deliver econ, social & env impacts
- Many purported benefits BUT methods of measuring & assessing impacts vary
- Difficulty to compare across events
- Research conducted to develop a standardised framework to assess event impacts



Background

- **Problem:** lack of a standardised method to assess types of impacts on a range of events of different types and sizes
 - Where studies exist, focus on economic impacts
 - Very few studies calculate indirect impacts (multipliers)
 - Social impact studies conducted in few provinces
- **Purpose:** Develop a standardised framework to measure impacts of events of different types and sizes



Study Phases

- **Phase One:** literature, models and approaches of assessing events and identifying relevant indicators to measure their impacts
- **Phase Two:** development of indicator framework, piloting and assessing impacts of five events of different sizes, spread across Provinces
- **Phase Three:** developing and finalising framework for implementation
 - Capacity building workshops, training manual, survey instruments



Event Impact Variables and Indicators

- Key thematic impacts
 - Economic/ financial: direct and indirect impacts e.g. expenditure to inform extent of ROI; costs associated with hosting event; income generated as a result of hosting the event, job creation
 - Social: positive and negative social impacts e.g. national/ community pride; impact on local businesses and communities, transformation agenda, job creation, perceptions of negative impacts (crime, noise, traffic congestion)
 - Environmental: positive and negative impacts e.g. recycling, green economy, pollution, env degradation
 - Specific impacts in relation to event category e.g. exposure/opportunities, public awareness
 - Event planning and management (governance): organisational capabilities, event management plan, calendar of events,



Event Impact Variables and Indicators

ECONOMIC/FINANCIAL VARIABLES	SOCIAL VARIABLES	ENVIRONMENTAL VARIABLES	EVENT SPECIFIC IMPACTS IN RELATION TO EVENT CATEGORY	EVENT PLANNING AND MANAGEMENT (GOVERNANCE)
<ul style="list-style-type: none"> -Capital expenditure -Operational expenditure -Income or injections -Job creation -Overall economic ROI 	<ul style="list-style-type: none"> -Demographic profile of attendees, participants and residents: -Positive social impacts/ legacy building -Quality of life issues -Image enhancement of event and destination: -Transformation -Negative social impacts 	<ul style="list-style-type: none"> -Pollution e.g. air, noise, litter, etc. -Environmental degradation -Environmental awareness -Green principles in design of infrastructure to reduce cost, energy, generation of waste, etc. -Recycling programmes and conservation efforts 	<ul style="list-style-type: none"> -Increases public spending on event-type sector (e.g. sport, cultures, etc.) -South Africa's ability to bid competitively -Increased interest/ participation in sector (growth of the sector) -Increased experience/ exposure for local athletes/ teams, artists, etc. -Event sector development -Raised public awareness of sector -Confidence in ability to host event -International recognition -Sponsorships due to event -Individuals leaving SA to compete/ participate overseas -Foreign players/ artists replacing locals 	<ul style="list-style-type: none"> -Detailed event management plan in place -Financial sustainability -Management capacity -Timing/ event calendar -Conflicts associated with event -Public/private sector partnerships

Development of Indicator Framework

Considerations:

- Definition
- Cover range of impacts
- Themed by type of impacts
- Different events: type, size
- Prioritisation of indicators
 - **High**: Must be done
 - **Medium**: Depends on type of event and resources available
 - **Low**: may be difficult to access information



Piloting the Framework

Attendee survey

- Attendee profile
- Event attendance and consumer behaviour
- Travel, accommodation and spend
- Knowledge and perceptions of event and destination

EO survey

- Organiser profile
- Budget and expenditure
- Employment and skills development
- Responsible tourism
- Organisation of event
- Satisfaction with event

Pilot Events

EVENT	PROVINCE	TYPE	SIZE
Vredefort Dome Festival	FS	Sport/Adventure	Large
World Ports Congress	KZN	Conference	Small
Mother City Queer Projects	WC	Lifestyle/Fancy Dress Party	Large
TriRock Cradle of Humankind	Gauteng	Sport/Triathlon	Medium
Limpopo Marula Festival	Limpopo	Lifestyle/Music	Large



Category/ attribute	Specific indicator/s	Source/s of information
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ECONOMIC/ FINANCIAL VARIABLES

Capital expenditure

Public infrastructure	Total spending on public infrastructure e.g. roads, stadiums, etc.	Event organiser survey
Facilities	Total spending on facilities directly linked to the event	Surveys with relevant govern larger and mega-events that investments
Equipment	Total spending on equipment	Event organiser survey
Overall costs	Total costs	Event organiser survey

Operational expenditure

Maintenance costs	Total spending on maintenance	Event organiser survey
Salaries and wages	Total spending on direct salaries and wages	Event organiser survey
Volunteer expenses	Total volunteer expenses	Event organiser survey
Rental (venue/s, equipment, etc.)	Total rent expense	Event organiser survey
Advertising incl. branding costs	Total spending on advertising	Event organiser survey
Public relations costs	Total spending on public relations	Event organiser survey
Media/ broadcasting costs	Total spending on media/broadcasting	
Catering/hospitality costs	Total catering and hospitality costs	
Medical costs	Total medical expenses	
General administration costs	Total admin expenses	
Travelling costs	Total travelling expenses	Event organiser survey
Accommodation costs	Total accommodation expenses	Event organiser survey
Security costs	Total spending on security	
Insurance	Total spending on insurance	
Contractual/hosting right costs	Total value of contractual obligations	
Research costs	Total value of amount spent on research	
Overall costs	Total spend on event operations	Event organiser survey

Income or injections		
Visitor expenditure	Total visitor (attendees and participants) expenditure - must include visitor profile (including place of residence), primary reason for travel; duration of travel; type of accommodation; group composition; spend in relation to accommodation, food and beverages, entertainment, etc.	Visitor surveys at event and/ previous studies/ surveys
Private sector leverage/ sponsorships	Total rand value of private sector leverage spending and/ or sponsorship received e.g. branding, hospitality, expos, naming rights, supporting events etc.	Event organiser survey
Income from broadcasting/ media rights	Total rand value of broadcasting/ media rights sold	Event organiser survey
Income from stalls/ exhibitors	Total rand value of income derived from stallholders/ exhibitors	Event organiser survey
Income from ticket sales	Total rand value of ticket sales	Event organiser survey
Income participant fees	Total rand value of participant fees received	Event organiser survey
Overall income	Total income that can be derived that can be directly attributed to the event	
Job creation		
Jobs created	Number of jobs created on a permanent and part-time basis	Service provider, sponsor, bu organiser surveys
Impact on historically disadvantaged groups	Number of Affirmable Business Enterprises (ABEs) and BBBEEs supported	Service provider, sponsor an surveys
Overall economic ROI		
Event triggered ROI	Return of Investment (ROI) of event	Economic impact calculation
Public multiplier	ROI in relation to public funds	Economic impact calculation
Multiplier effects	Amount and types of multiplier effects triggered by hosting the event	Economic impact calculation

Demographic profile of attendees, participants and residents		
Age	Age categories	Attendee surveys (includes v and residents)
Income level	Income categories	
Race	Historical racial categories (Whites, Africans, Coloureds, Indians)	
Occupation	Occupational categories	
Sex/ gender	Gender (male or female)	
Event specific interest profile	Indication of interest	
Awareness of and access to event	Attendance record of residents, medium/s where event information was derived	Attendee surveys
Positive social impacts/ legacy building		
National/community pride	Perceived increase in national/ community pride	Attendee surveys
Quality of life issues		
Improvement of local quality of life	Number of locals employed during the event on a permanent and part-time basis	Event organiser survey
	Number of locals employed pre-event e.g. during construction of facilities	Event organiser survey
	Extended shopping hours	Local business surveys
	Increased business opportunities	Event organiser survey
	Number of business hours extended	Local business surveys
Increased health awareness	If event contributed to positive health and lifestyle changes (e.g. healthier eating habits, exercise, etc.)	Interviews with event organisers
	Number of health programmes/ activities associated with the event	
Development of life skills	Number of individuals impacted by skills training	Event organiser survey
	Number of volunteers	
Social upliftment	Number of projects, programmes or charities supported by event	Event organiser survey
	Number of individuals impacted by projects, programmes or charities supported by event	
	Ongoing programmes post event	

Destination awareness exposure and experience	Volume and nature of media coverage of event	Event organiser survey
	Volume and nature of media coverage of destination	Event organiser survey
	Exposure of or links to travel and tourism services	Destination marketing organi
	Tourists' perceptions of destination and event	Attendee survey
	Service quality assessment of event and destination	
Entertainment opportunities	Local attendance at event and related entertainment activities	Attendee survey
Social interaction	Perceptions regarding whether event created opportunities for social interaction	Attendee survey
Urban regeneration	Volume/ value of infrastructure investment	Surveys with council and oth agencies
	Number of and extent of infrastructure improvements	
	Number of and extent of improved crime control measures	Surveys with council and poli
	Improved maintenance of public facilities	Surveys with council and oth agencies
Attitudes towards public expenditure of funds	Attitudes in relation to whether perceived as a positive use of public funds or a wastage	Attendee survey
Transformation		
Social cohesion	Perceptions of whether event contributed positively to social cohesion	Attendee survey
Social inclusion	Increased participation in specific event sector by Historically Disadvantaged Individuals (HDIs) (number/rate)	Surveys with event organiser federations
	Increased access to event facilities by HDIs (number/rate)	
	Rate of transformation vis-à-vis specific event sector	
	Level of community participation in event (e.g. planning, business opportunities, training, etc.)	Event organiser survey, att
	Social diversity in terms of attendance at event (participants and attendees)	Attendee surveys
Accessibility to persons with special needs	Special needs access to facilities	Event organiser survey and c accessibility audit of the ever communications
	Number of volunteers with special needs	
	Number of persons with special needs benefitting from skills training	
Women and youth empowerment	Number of female volunteers	Event organiser survey

Negative social impacts		
Disruption of daily lives	Extent of traffic congestions	
	Extent of limited access to properties, roads, parks, sporting facilities, public transport and/ or other facilities	Attendee survey
	Displacement of local residents	Attendee survey
	Excessive noise	Attendee survey
Increase in crime	Number of crime related incidents reported linked to the event	Interviews with event organis department
	Number of hospital admissions due to event	Information from local hospit
Increased prostitution	Extent of increase	Police department
Increased alcohol/ drug abuse	Extent of impact	Police department
	Number of related incidents reported	Interviews with event organis
	Increased sales volumes of alcohol	Local business surveys
Price of goods and services	Resident perceptions/ attitudes	Resident survey
Conflicts associated with event	Number of public demonstrations or petitions	Event organiser survey

ENVIRONMENTAL VARIABLES

Pollution e.g. air, noise, litter, etc.	Extent of pollution	Attendee survey
Environmental degradation	Extent of environmental degradation	Attendee survey
Environmental awareness	Increased environmental awareness	Attendee survey
Green principles in design of infrastructure to reduce cost, energy, generation of waste, etc.	Application of green principles in design of infrastructure to reduce cost, energy, generation of waste, etc.	Event organiser survey
Recycling programmes and conservation efforts	Number of recycling and conservation programmes to minimise environmental impacts and create jobs	Event organiser survey
Monitoring of environmental impacts	Whether Environmental Impact Assessments (EIAs) were conducted	Event organiser survey

EVENT SPECIFIC IMPACTS IN RELATION TO CATEGORY (e.g. sport, arts and entertainment, business tourism etc.)

Ranking of the event, if applicable	Relevant national and international ranking data
Estimation of public spending	Event organisers and government officials surveys
Number of bids and number of bids won in relation to event-type	Interviews with relevant departments, federations, etc.
Number of participants and attendees	Event organiser survey
Number of tournaments, competitions, events, etc. nationally	Interviews with event organisers, federations, government departments, etc.
Use of facilities	Interviews with relevant departments, federations, etc.
New opportunities for type of event	
Number of memberships in clubs, etc.	
Number of local participants/ teams	
Competitive opportunities	Interviews with relevant departments, federations, etc.
Number of increased training opportunities (coaching clinics)	
Number of facilities created for long-term use	Interviews with relevant departments, federations, etc.
Volume and extent of media coverage of event sector	Media monitoring companies
Confidence in ability to host	Interviews with sport federation, attendees and sponsors
Recognition of South Africa's role as a major player in specific sector	Interviews with sport federation
Number of sponsorships attracted	Interviews with event organisers and sport federation
Number of individuals leaving the country	Interviews with sport federations
Number of foreign players/ artists playing in national leagues	Interviews with sport federations/ clubs

EVENT PLANNING AND MANAGEMENT (GOVERNANCE)

Detailed event management plan in place	Event management plan included site plan, communication plan, transport plan, safety and security plan, risk and disaster management plan, health plan, environmental protection plan and community participation plan	Event organiser survey
Financial sustainability	Financial controls and auditing in place - audited financial statement	Event organiser survey
Management capacity	Event organiser/s or team with proven capability	Event organiser survey
Timing/ event calendar	Timing/ seasonality and geographical spread of event	Event organisers
	Length and duration of event	
Conflicts associated with event	Number of conflicts linked to event	Event organisers, media reports
Public/private sector partnerships	Number of public/private sector partnerships outside sponsorships	Event organisers

Note: Event indicators prioritised as follows:

High (green) - must be done

Medium (orange) - depends on type of event and resources available

Low (red) - may be difficult to access information

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

Conclusion

- Standardised approach to assess impact of event in a standardised/consistent way, allowing comparability
- EOs vital to provide financial data (event expenditure, services procured) and for calculating public multiplier
- Limitation: lack of public spend declared across events
- Framework, Training Manual including data collection instruments(Attendees and EOs) available to assess TBL aspects: impact of COVID
- Research repository:
<https://tkp.tourism.gov.za/ResearchRepo>



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THANK YOU

