

IMPACT OF IMPACT STUDIES ON TOURISM EVENTS IN NORTHERN CAPE



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Development and Tourism
NORTHERN CAPE
REPUBLIC OF SOUTH AFRICA



PURPOSE OF EVENT ECONOMIC IMPACT ASSESSMENT

- EIAs quantify the impact of events on local, provincial, and national economies .
- EIAs are used to provide event hosts/organisers, governments, and other relevant stakeholders with information such as:
 - Visitor profiles of specific events
 - Visitor spend in the destination
 - Visitor activities at the destination
 - Perception about the destination
 - Direct, indirect, and induced economic impacts generated by an event – which includes contribution to GDP, jobs created/sustained, and tax benefits generated through the event.
- Assessments are comparable over time, offering host destinations / organisers with an initial baseline as well as a means to track performance and can also be compared to other similar events.



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EVENT ECONOMIC IMPACT FRAMEWORK

The economic impact for an event takes into account:



Any spending in the Country, Province and Local Government to prepare for and host the event



Expected players by local, national and international categories and their profiles and spends



Other relevant information which may have a bearing on the projected economic impact of the event



VIP, media and other special visitor categories, by local, national and international categories and their profiles and spends



Any financial projections, plans and assumptions prepared for the event, including sponsorships, details of other revenues and costs of hosting the event, etc.

In order to determine the above we will:

- Interview the event organisers to obtain hosting spend information and attendance;
- Conduct spectator survey is to obtain a quantitative and qualitative information into the spending patterns and perceptions of people attending the event.
 - a short interview (+/- 5 minutes to ensure participation) with
 - a sample of +/- 350 individuals for large capacity events and – 250 for medium and small capacity events
- Conduct supplier / service provider surveys to obtain revenue, spending and employment information.



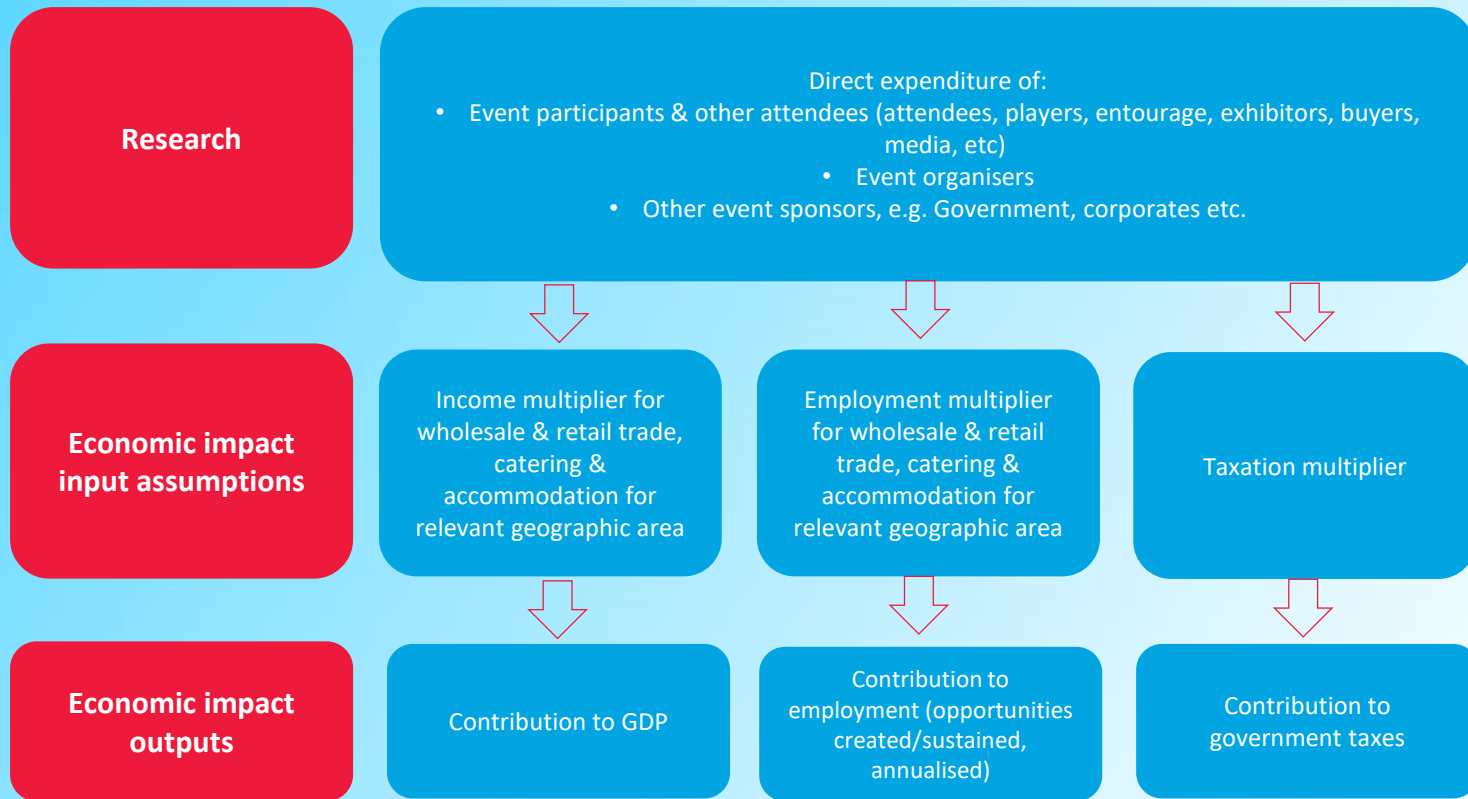
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EVENT ECONOMIC IMPACT FRAMEWORK



EIA REPORT - SAVsENG ODI CRICKET



Total number of TOURISTS

Intra-provincial travellers from South Africa	6 348	tourists	(55% of all tourists)
Inter-provincial travellers from South Africa	2 300	tourists	(20% of all tourists)
From Overseas and rest of Africa	2 852	tourists	(25% of all tourists)
TOTAL TOURISTS DUE TO THE EVENT (EXCL TEAMS)	11 500		



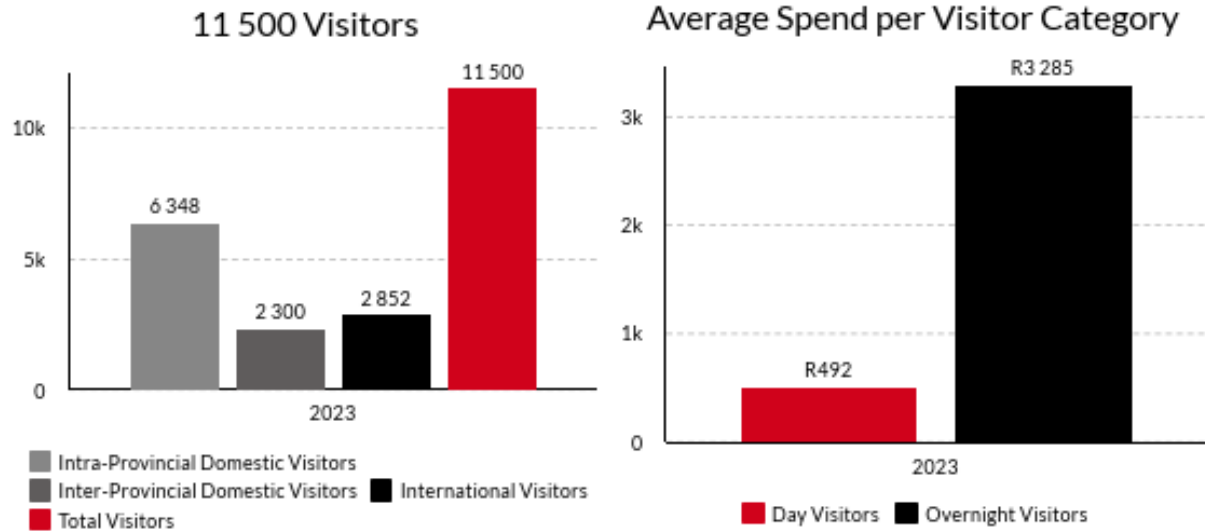
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EIA REPORT - SAVsENG ODI CRICKET

The SAVsENG Cricket Match 2023 Economic Impact



SAVsENG ODI Match
generated R23.2
million in direct
expenditure in
Kimberley



R18.2 million of
direct expenditure
was generated by
visitor spend

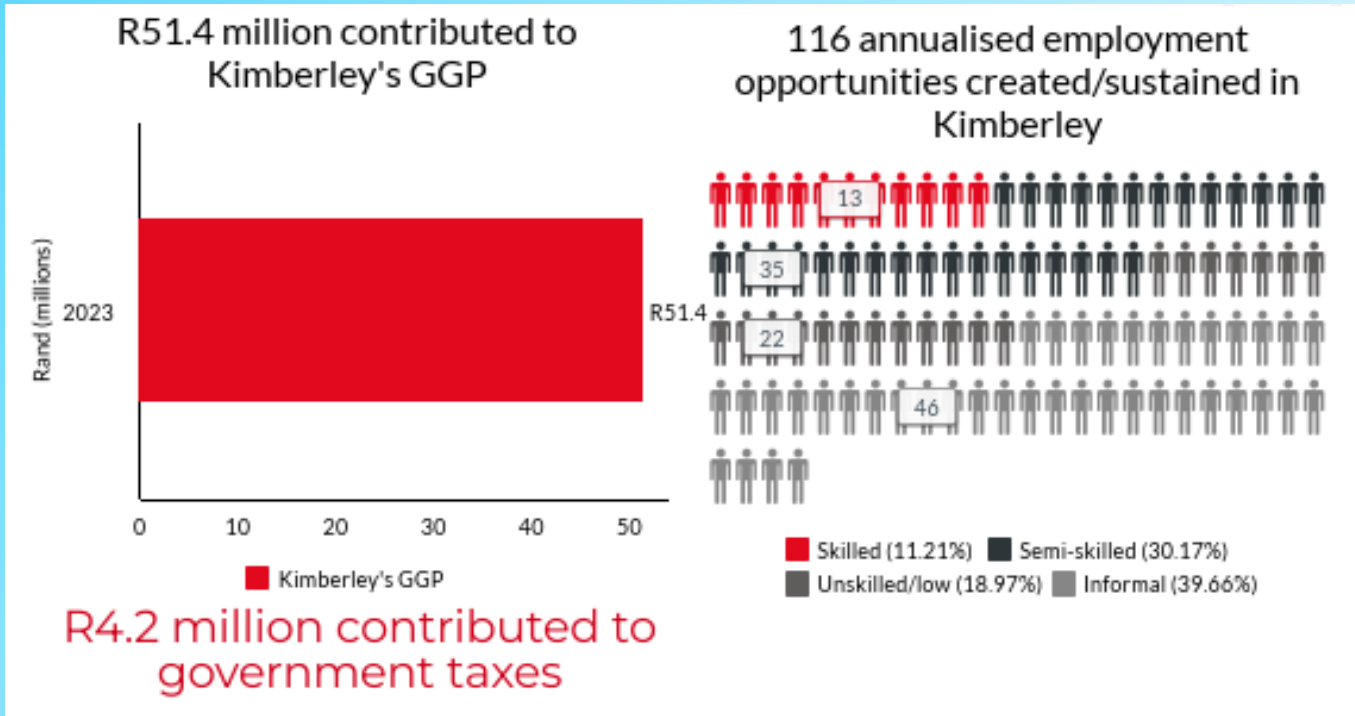


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EIA REPORT - SAVsENG ODI CRICKET



EIA REPORT - CURRIE CUP FINAL



The graphic features a dark green background with a large, vertical, light green 'FINAL 2022' watermark on the right side. At the top left is the Windhoek logo, which includes a red shield with a white 'W' and the year '1938' above it, followed by the word 'Windhoek' in a stylized white font and 'PREMIUM DRAUGHT' below. In the center is the Griquas logo, a blue oval with 'GRIQUAS' in white, and a white and red antelope head above it. Below the Griquas logo is a 'VS' symbol. Underneath are the logos for Airlink (a green and blue bird) and Pumas (a pink puma). The match details are listed in the center: 'Saturday, 25 June 2022 - 15:00', 'Windhoek Draught Park', and 'Kimberley'. At the bottom are the logos for SA Rugby (a yellow and black antelope), the Currie Cup trophy, and Carling Black Label Beer. A white box at the very bottom contains the text 'PROUD PARTNERS'.

Windhoek
PREMIUM DRAUGHT

GRIQUAS

VS

AIRLINK Pumas

Saturday, 25 June 2022 - 15:00
Windhoek Draught Park
Kimberley

SA RUGBY

Black Label CURRIE CUP

CARLING Black Label BEER

PROUD PARTNERS

FINAL 2022



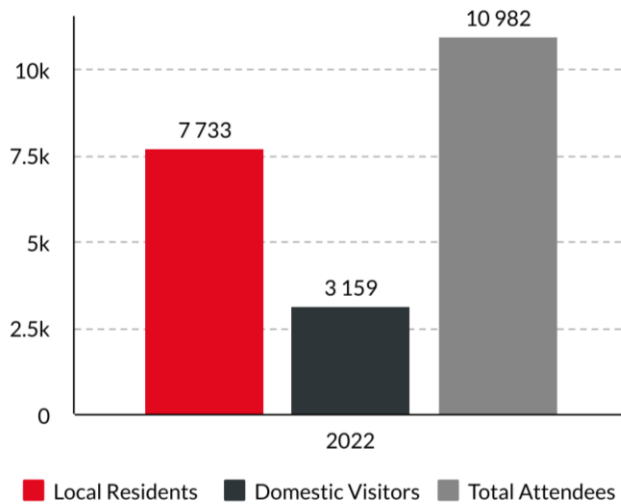
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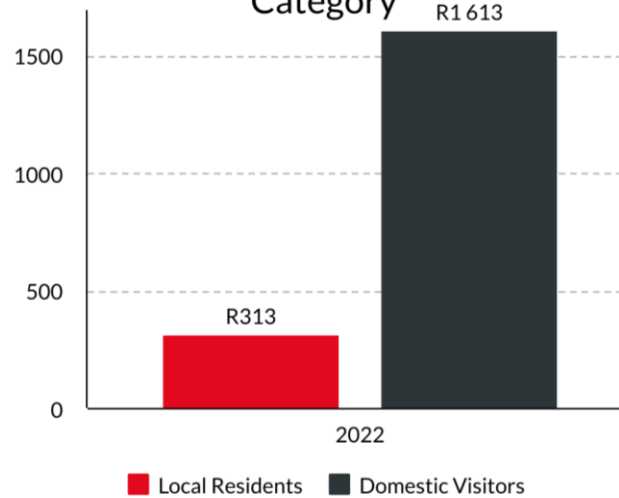


The Currie Cup Final 2022 Economic Impact

10 982 Spectators to the Event



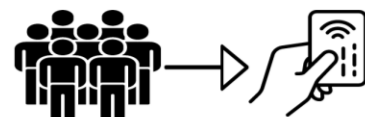
Average Spend per Spectator Category



EIA REPORT - SAVsENG ODI CRICKET

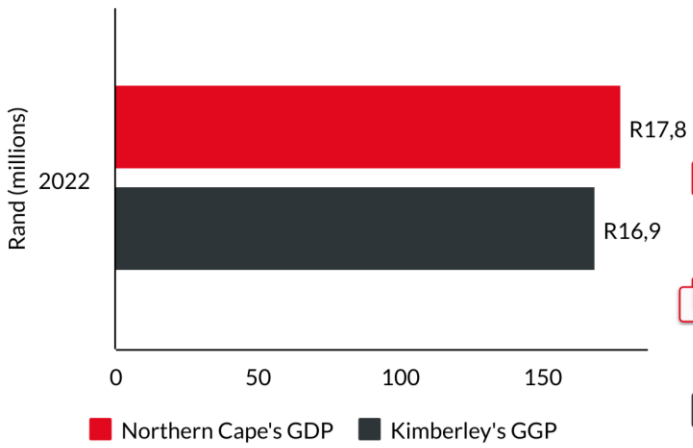


Currie Cup Final Event generated R7,6 million in direct expenditure in Kimberley

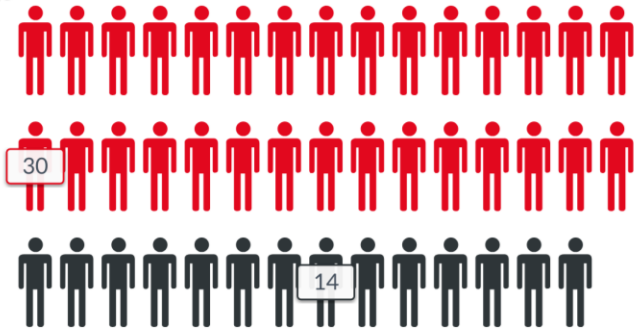


R7,5 million of direct expenditure was generated by spectator spend

R17,8 million contributed to Northern Cape's GDP & R16,9 million to the Kimberley's GGP



44 annualised employment opportunities created/sustained in Northern Cape (40 in Kimberley)



R1,4 million contributed to government taxes

■ Direct employment (68.18%)
■ Indirect and Induced employment (31.82%)



спасибо
 danke 謝謝
 ngiyabonga
 teşekkür ederim
 tapadh leat
 dank je
 gracias
 mochchakkeram
 go raibh maith agat
 bedankt
 hvala
 maururu
 thank you
 dziekuje
 sagolun
 sukriya
 kop khun krap
 arigato
 takk
 dakujem
 merci
 obrigado
 terima kasih
 감사합니다
 ευχαριστώ



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