CITY OF DURBAN

AFRICA’S PREMIER EVENT DESTINATION

27 September 2013
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DURBAN - KWAZULU-NATAL

- **Location**: Situated on the east coast of South Africa, in the Province of Kwazulu-Natal
- **Area**: 2,300 km²
- **Population**: 3,468,086
- **Demographics**: Blacks (68%); Indians (20%); Whites (9%); Coloureds (3%)
- **Main languages**: Zulu (63%); English (30%); Xhosa (3%); Afrikaans (1%)
- **Main religions**: Christian (68%); Hindu (11%); Muslim (3%)
- **Industry**: With the busiest port in Southern Africa, the city is an important centre of trade and industry and contributes more than R110 billion to South Africa’s GDP
City advantages as an event destination ..... 

- the friendliest city
- a vibrant cultural diversity and history making it a truly unique African city
- the city with a great ‘all year round’ climate
- the city with great beaches
- a city that’s easy to get to ........and to get around
- a city that boasts numerous hotels and accommodation facilities
- a city that has facilities for all types of events – sporting: lifestyle: business
- a city that boasts an integrated sporting precinct in close proximity to hotels/the beachfront/and easy accessibility to the airport
- a city that offers visitors a multitude of activities in and around the city
- the gateway to Kwazulu-Natal providing easy access to wildlife: mountains and historical and heritage sites (within a two hour drive)
- business investment opportunities (manufacturing/ construction/ tourism/ ICT /agriculture /maritime and logistics
- busiest harbour in the southern hemisphere (international trade )
The Event Perspective

- Planned events are spatial-temporal phenomenon
- Each is unique because of interaction among the setting, people and content
- Planned Events are able to bring people together at a particular time, in a particular place and for a particular purpose.
- Events are one of the best ways to market City products and services and is a key marketing tool
- City's globally also use Events to attract a large influx of targeted visitors ie business, lifestyle, sport etc
- City's also benefit in hosting Events which also provide economic upliftment and empowerment for local businesses and communities, and opportunities for long term growth plans – “future me”
- Events involve systematic guidelines put in place to assist in management procedures and which communicate information specifically related to the Event – from the idea through to the implementation to ensure a satisfactory end result (event phases)
- The fundamental success of an event is the experience of those attending the event and the beneficial legacy
Event Tourism Perspective

• Event Tourism is a rapidly growing segment of international tourism
• Event tourism is generally recognized as being inclusive of all planned events in an integrated approach to development and marketing.
• It is regarded as special-interest travel
• Event Tourism attracts visitors (especially in off peak seasons)
• Serves as a catalyst - urban renewal, regenerating and developing infrastructure and tourism capacity of the destination
• Fosters a positive destination image
• Contributes to general destination marketing – a better place to live, work and invest
• Showcases specific attractions, cultures, or areas.
DURBAN - POSITIONING ...

In early 2005 eThekwini and Province adopted a “2010 and Beyond Strategy” aimed at positioning the city as Africa’s Premier Sport and Events destination.

What does this mean?

This “Big Vision” is tailored to change the face of Durban – and continuously pave the way for the city as a global player in hosting major events .............
HOW will this be achieved? ........

• Through development, regeneration and provision of the city infrastructure, service needs and requirements in order to continually and successfully facilitate and host major events

• Continued understanding the visitor market of people who travel to attend events, or who can be motivated to attend events while away from home and their requirements

• Ensuring high levels and standards in the design, production and management of events

• As a City, ensure the continued commitment as a lifestyle destination in meeting the requirements of modern consumers, be they international or local visitors, business travellers, conference delegates, holidaymakers or “event goers”
Infrastructure development……

- King Shaka international airport
- Moses Mabhida Multi-Purpose Stadium and Peoples Park venue
- Creation of the Kings Park sporting precinct which provides a platform to host most major sporting events
- Revamp of the Princess Magogo stadium, Sugar Ray Zulu and King Zwelithini venue providing the local communities multi-purpose sports and recreation centres as well as facilities to host events
- World class information and communication technology and connectivity
- Upgraded the entire central beachfront promenade and created “event” spaces as well as providing a venue for informal leisure activities
- Upgraded the transport system within the cbd
- City beautification projects which included creation of new sidewalks/ landscaping areas/ additional lighting and signage / pedestrian walkways and more
City Event Service Support ......

• To deliver on an event, a committed and dedicated City Event Team – comprising key service role players are engaged to provide the necessary support service and to ensure safety and legislative compliance.

• These key role players from the various service departments are crucial in the logistical assessment and evaluation of events so as to ensure a successful, safe and well managed event.

• Service department include:
  SAPS
  Metro Police
  Fire and Safety
  Disaster Management
  ETA
  Parks and Recreation
  Legal
  Electrical
  Water Services and Solid Waste
  City advertising and Signage
  Other where necessary

• Role players meetings are arranged where all logistical and operational elements are discussed and appropriate plans are discussed and finalised.
Event Management - Basic Principals

- Event Manager – to oversee and manage the entire event
- Administration support
- Financial monitoring and management
- Procurement of support services
- Legal – reviewing contracts of agreements and providing confirmation
- *Marketing / Communications/ Public Relations – this really is key area for Durban tourism in ensuring that each event is well marketed so as to ensure awareness and motivation to attend*
- Protocol – applies to many major events and there needs to be a team in place to manage these processes
- Media manager/PR – one of the key areas of activity around any event – its ongoing awareness and provision of information to the public
- Technical / production – for technical requirements at events
- IT – where necessary at events
Event Management - Basic Principals cont.

• Safety and Security – another key area in terms of legislation is the compliance with the SASREA Act and highlighting all event risks and ensuring relevant plans are in place
• Transport (ETA) – traffic management around major events
• City services/ Engineering, Roads, Water, Sanitation etc – where applicable
• Hospitality – at specific venues hospitality is a benefits to City and sponsors to the event. Hospitality management is required.
• Medical – a mandatory requirement in terms of the SASREA ACT
• Safety and Security – in accordance with the SASREA Act
• Accommodation – planning and preparation of travel to the City for specific events and negotiating with hotel groups in terms of specials rates /packages
• Environmental impact assessment / green initiatives – where applicable
• Volunteers – core team of City volunteers who understand the logistics of events and requires management
• Legacy – all CSI programmes that are implemented through events staged and supported by the City. Ongoing monitoring of these programmes.
EVENT SUPPORT - CATEGORIES

First Tier: Those major or larger commercial events that are supported by the private sector and where the City provides partnership or sponsorship support in return for a valuable and meaningful rights and benefits package.

Second Tier Events: Smaller events or those conceptualized by up and coming event organisations where management guidance and financial and service support is provided. In certain instances these events have the potential to grow into large scale Events. A case in point is the Rio Carnival – started with the local community and now developed into a global signature event of the City of Rio de Janeiro.
TYPES OF EVENTS

CULTURAL CELEBRATIONS
• Festivals
• Carnivals
• Commemorations
• Religious events

BUSINESS AND TRADE
• Meetings
• Conventions
• Consumer and Trade Shows
• Fairs, Markets

EDUCATION AND SCIENTIFIC
• Conferences
• Seminars
• Clinics

PRIVATE EVENTS
• Weddings
• Parties
• Socials

SPORT COMPETITION
• Amateur/Professional
• Spectator/Participant

RECREATIONAL
• Sport / music / all for fun

ARTS AND ENTERTAINMENT
• Concerts
• Awards Ceremonies

CITY DEPARTMENTAL PROGRAMMES
• Tourism Indaba
• Business Fair
Aims and Objectives in Hosting Events

• Maintain an international and national focus
• Continuous marketing platform to showcase the destination
• Regenerate and scale up infrastructure in and around City to facilitate hosting of events
• Ensure positive economic spin-offs – local business
• Design and produce long term City signature events ultimately creating international interest eg Rio Carnival: Oktoberfest: Edinburgh Festival etc (tourism leverage)
• Attract private sector investment to support events ultimately creating a calendar of sustainable anchor and **signature** events
• Create jobs – short and longer term
• Provide community long term growth opportunities – “future me” (legacy)
• Improve and add to the tourism products
Considerations in “tailoring” an event

- Does the event meet the selection criteria of the city? Will the event have a positive impact on the city? Does it have appeal? Does it have the potential as an anchor event and be sustainable in the long term?
- What type of event? Where? When?
- How does this event impact on the City and its residents? Would the event create a sense of community and civic pride?
- Would this event boost the local economy? Is there opportunity for local business?
- Does the event provide a good return on investment (economically / media exposure / community) with long term benefits?
- Would this event attract “out of town” visitors?
- Previous history of the organizing teams. Are they professional in their approach and execution?
- What levels of support is needed to host this event – financial / service etc?
- Does the event have sustainable potential? Will this attract private sector support?
- Would the event encourage meaningful partnerships with all spheres of government, agencies, businesses including the events industry to support implementation of events
Concerns in “tailoring” events

• Saturating the City with too many events – particularly those that impact negatively on the routine running of the City ie road closures for road races / cycle races / marathons etc
• Overlap of events – more than one event at the same time – stretching of city service support
• One or more of the same type of event eg Food and Wine Festival / Wine Tasting Festival / Flavours of Durban etc. This dilutes the impact of hosting one major event.
• Lack of private sector support – total reliance on City funding to ensure the event takes place.
• Lack of professional implementation and management of an event
• Legislative and City by-law non compliance
• Continued financial support of the same event at the same level ie no revitalization or addition of any changes to an event
• Expectancy for overall City management of the event
ReCap - Reaching the aims & objectives

We have an established and viable event destination which we continuously improve

- We have valuable City products/assets and advantages
- We have identified the aims and objectives and given consideration to the key requirements in hosting an event

1. How do we assess and evaluate suitable and sustainable events that are highly valued as attractions, catalysts, animators, place marketers and image makers?
2. How do we measure the value of the event?
1. Event Evaluation criteria

**Economic Impact**
- Ability of event to attract identified target markets
- Ability of event to enhance visitor profile
- Increased spending capacity per visitor
- Increased hotel occupancy rates
- Increased transport usage
- Increased visits to primary attraction (event)
- Increased visits to secondary tourist attractions
- Sustainability of the event

**Social Impact**
- Community support for event
- Enhanced civic pride
- Growth and development opportunities – legacy programmes
- Increased community participation
- Expand cultural perspectives
- Enhance cultural exchange
George Campbell Technical School – Overall winners of the “F1 in Schools Technology Challenge 2013” - hosted by Top Gear Festival and Durban University of Technology
Evaluation criteria cont ...........

**Communication Impact**
- Media packages effectively negotiated / purchased
- Media exposure leveraged regionally, nationally and internationally (where applicable)
- Improvement of destination image through communication platforms
- Destination promotion and potential extension of stay together with longer term visitors

**Return on Investment**
- Extended length of stay (spend)
- Business opportunities for SMMEs (business development)
- Economic value of services outsourced to local service providers (economic spin-off)
- Economic value of services outsourced to BEE’s (growth and development)
- Investment attraction (the event)
- National and International exposure achieved (value and where)
- National and international linkages through public/media/business interest
- Legacy Programmes – long term benefits

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<td>n/a</td>
<td>10,900</td>
<td>67,500</td>
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<td>n/a</td>
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<td>Local Visitors (from eThekwini)²</td>
<td>n/a</td>
<td>757</td>
<td>46,913</td>
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<td>986700</td>
<td>7,744</td>
<td>18,563</td>
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<td>2,400</td>
<td>2,025</td>
<td>256</td>
<td>47,284</td>
<td>117,891</td>
<td>1,620</td>
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<td>TOTAL DIRECT, INDIRECT AND INDUCED ECONOMIC IMPACT OF THE EVENT³</td>
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<td>R98,702,749</td>
<td>R160,740,365</td>
<td>R2,790,382,300</td>
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<td>385</td>
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<td>157</td>
<td>1998</td>
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<td>600</td>
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<td>R137,807,963</td>
<td>R142,834,658</td>
<td>R129,793,417</td>
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Bafana Bafana vs Senegal

Bafana Bafana - Airport Welcome
HOSTING EVENTS
SUMMARY REQUIREMENTS
HOSTING OF EVENTS - BEST PRACTISE

- Good understanding of the aims and objectives
- Knowledge of procedures required for City approval of financially supported external/internal events and to undertake these procedures without deviation
- Understanding of the process required to facilitate and support events where no funding is required and the levels of departmental involvement in meeting these requirements without any shortcuts
- Be fully aware of the holistic objectives of hosting events ie that events meet the evaluation criteria identified
- Sound knowledge and understanding of the event in question and the key objectives
• Clear and comprehensive communication – external and internal
• Clearly defined roles and responsibilities – from initiation of the event with follow through to conclusion
• Ensure persons tasked with certain responsibilities deliver on these responsibilities
• Close working relationships between members of the City strategic and operations team
• Regular updates – what’s changed/what’s new etc
• Be aware of budget limitations
• Financial updates – cash flow – and comprehensive final reconciliation
CITY - IMAGE AND REPUTATION

• Through recent research concluded, the City has been identified as a “warm, friendly and fun” (Social media - Lonely Planet) destination and recently voted as the “friendliest city” (Times Media) and must live up to the name

• To maintain this image and reputation, the City must continue to ensure that visitors have a good experience whilst in the City.

• City must continue to identify itself as a premier player in hosting major international events, anchor events and other beneficial ad hoc events

• City to continue to provide the excellent support facilitation and management currently available to organisers of events
EVENT QUALITY

- Assurance of well managed events is a critical factor – one bad incident receives disproportionate media coverage and creates a negative impression of the destination.

- **Organisational** quality – competent organisations, companies and professionals to produce high standard events

- **Product Quality** – unique, satisfying and memorable event experiences.

- **Service Quality** – excellent people services throughout the city – from arrival, all the hospitality facilities, City management services such as Metro Police and transport services.

**EVERYONE IS A CITY AMBASSADOR.**
Pathway of the future ........

• Events are recognised as a legitimate tool of social change.
• Events bring people together – be it local communities or visitors
• Events harness the passion of the people
• Events enrich understanding and create awareness of the different cultures and social groups
• Events enrich opportunities for people to connect to a city - enjoy time together - celebrate and experience the diversity of cultures, foster creativity and innovation.
• Events allow a community to come alive!
THANK YOU

Vivienne Holden