Executive Summary

By

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Submitted to:
City of Tshwane/Pretoria
2010 FIFA World Cup\textsuperscript{TM} Host City
South Africa

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EXECUTIVE SUMMARY

- An onsite survey was used to collect visitor information regarding travel patterns, experience, satisfaction, event behavior, and expenditures. There were a total of 1005 respondents for the city of Tshwane/Pretoria of which 986 agreed to participate in the study yielding a 97% response rate.

- The sample consisted of largely males (72.7%), and the respondents’ overall mean age was 35 years.

- More than half (56.1%) of the respondents held a university degree.

- Respondents reported various occupations; however, the largest groups were representative of students (13.6%) and teachers (7.2%).

- With regards to household size, the mean number of individuals in a household was 4.19.

- With respect to nationality, the largest percentages were South African (11.8%), American (10.6%) and Spanish (8.9%).

- Similarly, the largest percentage (13.4%) indicated that South Africa was their place of permanent residence, followed by the United States (11%), and Argentina (8.7%).

The summary results below include only non-South African respondents:

- The majority of respondents (97.4%) indicated that South Africa was the primary destination of their trip and 90.7% also indicated that attending the World Cup was the primary purpose of their trip. Most respondents indicated that this was their first trip to South Africa (91.4%). When asked about their “trip phase”, the majority (68.7%) indicated that they were at the mid-point of their trip.

- With respect to trip planning, 42.7% reported they had decided a year ago (or more) to visit South Africa. Also, Internet websites were reported as the information source most often used (43.8%).

- Travel groups consisted of friends (28.7%) and friends and family (20.7%), with average size travel groups of 5 people (M=5.42).

- Respondents traveled primarily without children, and the majority (80.2%) of travel groups did not include anyone under the age of 18 years of age.

- The majority of respondents (89.5%) indicated that media coverage of the risks associated with South Africa did not affect their plans to attend the 2010 World Cup.

- The main mode of transportation to South Africa was commercial airlines (97.2%).

- The most popular activities were attendance at the World Cup Games (94.1%), followed by General Sightseeing (68.6%), Shopping (55.3%), visiting National Parks (48.1%) and Historical Sites and Museums (40.2%).

- When asked to indicate what best described the characteristics of South Africa as a destination, 50.7% of the respondents “strongly agreed” that “beautiful parks and natural attractions” best described South Africa as a destination followed by “interesting cultural and historical sites” (50.1%). However, safety and security was a concern for some respondents (33.5% strongly agreed). Overall, respondents were very positive about the quality of the South African tourism attributes.

- Based on their visit, respondents were also asked to indicate what they liked the most and least about their trip. About one-third of the respondents (31.6%) indicated that they liked “the people” the most followed by “attractions” (11.5%), while “crime” was regarded as the least favorite (19.4%).

- Regarding word-of-mouth recommendations, 94.4% either “agreed” or “strongly agreed” with the statement that they would encourage friends and family to visit South Africa, while 89.6% “agreed” or “strongly agreed” that they would recommend South Africa as a vacation destination.
In addition, respondents reported strong intentions to revisit South Africa as well as other countries on the African continent for future vacations. For example, 80.5% “agreed” or “strongly agreed” that they would likely plan a visit to other countries on the African continent for a vacation, and 83.4% “agreed” or “strongly agreed” they would likely revisit South Africa in the next three years.

With respect to the overall image perceptions of South Africa, the majority of respondents had “somewhat positive” (54.2%) or “very positive” (39.8%) perceptions of South Africa as a vacation destination. Additionally, on a scale from 1 to 10 (with 10 being a perfect trip), respondents reported a mean of 7.55 for their overall experience.

Respondents estimated that their overall mean expenditure for their trip to South Africa was R67,113.13. Of this, their largest expenditure was transportation to and from South Africa R29,783.50, followed by lodging during their stay in South Africa R13,557.58.

The summary results below include all respondents (South African and non South African):

Most respondents (88.9%) were visiting the World Cup host city of Tshwane/Pretoria for the first time. The majority of respondents (68.5%) indicated that their visit to the host city was overnight, while 31.5% reported for the day. Almost half of the respondents (48.0%) stayed in hotels, and 38.5% indicated that they had used or would use a rental vehicle to travel within South Africa.

The majority of the respondents (76.2%) had not previously attended a World Cup before the 2010 event in South Africa.

The majority of respondents (88.1%) indicated that they planned to attend an average of 2-3 matches (40.7%) during the 2010 World Cup in South Africa. They also indicated that the team they would support first was South Africa (14.7%), followed by Brazil as their second (17.7%) and third (17.5%) choices.

When asked to describe their level of being a football fan, the majority (52.9%) indicated they liked football and planned to attend some matches, but they were also interested in visiting other tourist attractions.

Regarding the overall image of the 2010 World Cup the majority of respondents (60%) reported the image was “somewhat positive”. In addition, (61.8%) indicated that they were “likely” or “extremely likely” to attend the 2014 World Cup in Brazil.

With regards to familiarity with FIFA’s social responsibility programs, 66.8% indicated they were “familiar” or “very familiar” with FIFA’s program to “Develop the game of football in Africa”, 64.3% were “familiar” or “very familiar” with the program “Build a better future for Africa,” and 63.1% were “familiar” or “very familiar” with the program “Touch the Continent of Africa.”

Regarding attitudes towards FIFA, 60.4% of respondents “agreed” or “strongly agreed” that they like FIFA as an organization, 57.9% “agreed” or “strongly agreed” that FIFA is involved with the communities where they sponsor events, 57.5% “agreed” or “strongly agreed” that FIFA’s genuine desire to touch the world guided their decision to host in South Africa, 57.4% “agreed” or “strongly agreed” that FIFA’s contributions benefit global football events, and 56% “agreed” or “strongly agreed” that FIFA is committed to sharing profits to help communities where they sponsor events.

**This Project was a collaborative initiative between the University of Florida, US and Tshwane University of Technology, South Africa**

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