



Cape Peninsula  
University of Technology

**THE ECONOMIC CONTRIBUTION OF THE DESIGN INDABA: A CASE STUDY OF  
THE INTERNATIONAL BUYERS' PROGRAMME**

by

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## DECLARATION

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**Date**

## **ABSTRACT**

Events are happenings that embody certain objectives; business events, sport events and festivals comprise the three general types of events that attract most attention. Design Indaba (DI) is one of the world's leading design and business events launched in 1995 as a conference, but incorporating an Expo from 2004. The DI Expo triggered a need for buyer and exhibitor interaction and led to the launch of the DI Buyers' Day, a programme aimed at bringing buyers and exhibitors together on a day set aside for buyers to view the products and services offered at the Expo before the general public.

This study seeks to identify the economic contribution of the DI Buyers' Day Programme to the event, to buyers, exhibitors and to Cape Town as a tourism destination. The study profiles the exhibitors and buyers before focusing on buyers' spending patterns at the Expo and in Cape Town, their level of awareness and involvement in the event, their satisfaction with and perceptions of the event. Buyers were surveyed post event via electronic mail, while exhibitors were surveyed at the Cape Town International Convention Centre (CTICC) during the Expo dates of 28 February 2014 to 2 March 2014. Key Informant interviews were conducted with the event organiser and one of the event stakeholders (Department of the Premier, Western Cape Provincial Government) in order to gain insights from relevant parties prior to the event.

The study adopted a mixed-method approach, combining qualitative research (to get an in-depth set of opinions from buyers and exhibitors), with quantitative research concentrating on a stratified sample of the participants. The latter data collected from buyers and exhibitors was analysed using the Statistical Package for the Social Sciences (SPSS) software – Version 22.0, which enabled the data to be tabulated and graphically represented. The qualitative data was analysed using the constant comparative method.

The research shows that both exhibitors and buyers regard the programme as a significant platform to build their brands and access business opportunities. However, emerging creatives and entrepreneurs feel that they need additional pre-event assistance/training to be able to maximise the opportunity to make connections with buyers who view their products/services. The event organisers also mentioned that if more governmental departments could be involved, more funding would be available to deal with key questions in terms of creating new markets, growing exports and creating jobs. Overall, the DI Buyers' programme is one of the biggest trade shows

in South Africa, attracting the largest number of buyers. More international buyers should be invited to the event, and design facet categories created so that they can be paired with the appropriate exhibitor. A single day for the DI Programme is also too short: an additional day should be added or a pre-event and post-event networking session should be created solely for exhibitors and buyers.

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## **DEDICATION**

This dissertation is dedicated to my mother, Siphokazi Gloria Bavuma, who has always preached the importance of education, who has encouraged me to always aim higher and always do best in my academics. She has tenaciously driven me through the toughest and best times of my life and I am forever grateful for having her as my kind, strong and loving mother.

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## ABBREVIATIONS

A	Agree
ABSA	Amalgamated Banks of South Africa
B2B	Business to Business
CBD	Central Business District
CPUT	Cape Peninsula University of Technology
CTICC	Cape Town International Convention Centre
D	Disagree
DAC	Department of Arts and Culture
DI	Design Indaba
DMC	Destination Management Centre
DTI	Department of Trade and Industry
EMBOK	Event Management Body of Knowledge
FIFA	Fédération Internationale de Football Association
GDP	Gross Domestic Product
GGP	Gross Geographic Product
GIT	General Interest Tourism
GRI	Global Reporting Initiative
IA	Interactive Africa
ICC	International Cricket Council
ICCA	International Congress and Convention Association
ISO	International Standards Organisation
KII	Key Informant Interviews
KZN	KwaZulu-Natal
LED	Light-emitting diode
MBOISA	Most Beautiful Object in South Africa
MCQP	Mother City Queer Project
MICE	Meetings, Incentives, Conventions and Exhibitions
MIT	Mixed Interest Tourism
N	Neutral
NCB	National Convention Bureau
NIEHS	National Institute of Environment Health Sciences
NTSS	National Tourism Sector Strategy

ROI	Return on Investment
RSA	Republic of South Africa
SA	Strongly Agree
SD	Strongly Disagree
SEDA	Small Enterprise Development Agency
SIT	Special Interest Tourism
SPSS	Statistical Package for Social Sciences
UK	United Kingdom
UNGC	United Nations Global Compact
UNTHSC	University of North Texas Health Science Center
UNWTO	United Nations World Tourism Organisation
USA	United States of America
VIP	Very Important Person
WC	Western Cape
WCPG	Western Cape Provincial Government
WDC	World Design Capital
WOM	Word of Mouth

## **CHAPTER ONE: INTRODUCTION TO THE STUDY**

### **1.1 Introduction**

Tourism is an activity performed by an individual or a group of individuals, involving movement from one place to another, often from one country to another for the purpose of performing a specific task (Central Department of Tourism & Summer Resorts, 2011:1). It also entails visiting a place or several places for the purpose of entertainment, but which leads to an awareness of other civilisations and cultures, thereby increasing the individual's knowledge of countries, cultures and history (Central Department of Tourism & Summer Resorts, 2011:1).

Tourism has a direct impact on the national revenue of all touristic countries: it creates work opportunities and investment that support a country's economic performance and culture, as well as advertising and communicating its civilisation and traditions. It is thus an important industry that depends on culture and science (Central Department of Tourism & Summer Resorts, 2011:2). Tourism plays a major role in the international, national and local sectors of society as a whole. It has become vital that all individuals be educated about, and made aware of, the benefits and impacts of tourism, and how it can affect their lifestyles – both negatively and positively. Among these benefits, great importance is placed on economic factors, as according to the South African Government, out-lining the exhibitors and buyers' profiles (South Africa Government Information, 2013:1) ...“(T)ourism has been identified as one of the key economic sectors with excellent potential for growth”.

This is partly because the tourism industry comprises so many sectors: private sector support services, transportation sector, public sector support services, accommodation and catering sector, recreation and leisure sector, travel, wholesale and retail sector and events (and attraction) sectors, that all have the potential to bring about continuous growth, sustainable benefits, and economical elevation in their respective sectors (Tassiopoulos, 2010:2 - 3).

Events have been classified as an important motivator of tourism and figure prominently in the development and marketing plans of most destinations (Getz, 2008:403). Saayman and Saayman (2004:629) add that events were previously organised in order to celebrate a specific occurrence, but have now become staged to meet specific objectives, with an emphasis on attracting visitors and gaining income from their participation in the event or in relation to it. Some form of fulfilment needs to be offered by these events, something spectacular or “special” (Getz, 2008:405).

One of the reasons that business events in particular attract so much attention is that they are planned with an integrated approach to develop and market a company or brand (Getz, 2008:405). Swart (2012:53) observes that “business to business conventions and exhibitions are a key meeting place for agreement to be reached on a wide range of different types of potential contracts, thus allowing business tourism to play a big role in receiving more visitors to South Africa”.

The Design Indaba (DI), which has been in existence since 1995, has represented the pinnacle of success and has been recognised as the definitive contributor to the image and economic stature of the professional event industry, tourism development and Cape Town as a host destination (Design Indaba, 2013c:2). DI provides a platform that enables tourism to be prioritised in multifaceted ways, including a conference, development initiatives, students’ simulcast and various other activities/events (Design Indaba, 2013b:4).

DI was born in 1995 in Cape Town, created by founder of Interactive Africa, Ravi Naidoo, with the vision of “creativity inheriting the earth” (Design Indaba, 2013c:1). The focus of this concept was not only on design as a core value, but by using it to express issues within everyday society, on telling Africa’s story, showcasing the continent’s offerings and promoting the skilled individuals, creators and qualified workers who are needed to deliver DI’s great vision (Design Indaba, 2013c:1).

The DI conference sought to bring international thought leadership into the Republic of South Africa (RSA), and since 1995 it has grown to become one of the world's leading design and business events. In 2004, the DI expanded by encouraging local creativity to go global through the use of the DI Expo as a commercial platform for goods and services within the design sector, consequently drawing a huge following and interest in business and Special Interest Tourism (SIT) events in the Cape Town region (Swart, 2012:22). Furthermore, DI ensured that the emerging designers were selected from various educational institutions, schools, non-governmental organisations and informal organisations as well as general industry, enabling them to receive and share exposure and support for the development of their brands (Design Indaba, 2013b:1).

In 2012, the DI Expo incorporated a buyer's programme which dedicated one day solely to buyers. This day was strategically placed the day before the Expo opened to the public. It afforded buyers and exhibitors a time to interact and network in order to form a business relationship with each other. Buyers came from all over the world, enabling a positive exchange between potential clients, suppliers, products/services and even business associates who already work with each other (Design Indaba, 2013a:1).

This platform has helped influential international buyers and South Africa's most talented designers to come together at one event (DI Expo) and use the power of creativity, business and communication to ensure that the economy, which is a major consideration in this study, is boosted by their interaction and business connections (Design Indaba, 2013b:2).

According to Plumstead (2012:4),

*Economic impact analysis provides a quantitative method to estimate the economic benefits that a particular project or industry brings to the economies and surrounding communities where the specific project or industry is located. Further, economic impact studies use financial and economic data to generate estimates of output, Gross Domestic Product (GDP), employment and tax revenues associated with changes in the level of economic activity resulting from the project or industry that is being analysed.*

An economic contribution is “the gross changes in a region’s existing economy that can be attributed to a given industry, event or policy”; it is based on analysis of the facts pertaining to how people have spent their money (Watson, Wilson, Thilmany & Winter, 2007:16). This study aims to outline the economic contribution of the DI Buyers Programme by considering where the buyers come from; analysing their spending patterns in relation to products at the Expo; seeing how often they have enrolled in the buyers’ programme over the years; looking at their return rate (enrolment frequency); and also focusing on the growth that the programme has brought to the DI Expo and Cape Town as a host destination.

## **1.2 Clarification of basic terms and concepts**

### **1.2.1 Business Events**

Business events, which are also known as “MICE” (meetings, incentives, conventions and exhibitions) events, are defined as “all off-site gatherings, including conventions, congresses, conferences, seminars, workshops and symposiums, which bring people together for the purpose of sharing information” (Allen, O’Toole, Harris & McDonnell, 2011:6). According to O’Toole (2011:51), business events exist for the purpose of increasing commercial activities, due to the fact that attendees of business events have a “high spending pattern”, thus making a large impact on the economy of a host city or country.

### **1.2.2 Business tourism**

Business tourism is one of the most dynamic and fast-developing spheres in the world economy due to the fact that its success brings about the exchange of technologies, contacts, information, exhibitions, congresses, business trips and aligned tourism activities (United Nations, 2013:1). Business tourism is concerned with people travelling for purposes related to their work, encompassing all aspects of the business traveler/tourist’s experience (Swarbrooke & Horner, 2001:4-5).

### **1.2.3 Buyers**

A buyer is defined as any party that acquires or agrees to acquire ownership (of goods), or benefits from and/or uses a service in exchange for money or other consideration under a contract of sale (Business Dictionary, 2013:1). Furthermore, buyers (also known as 'commercial buyers') are defined as professional purchasers within the Business to Business (B2B) industry, which involves specialising in a specific group of materials, goods or services, experience in market analysis, purchase negotiations, bulk buying and delivery co-ordination for a specific group of customers (Secure Internet Commerce Network, 2016:1).

### **1.2.4 Conference**

A conference is a formal meeting of individuals with a shared interest. Normally, a conference transpires over a period of several days (Oxford Dictionaries, 2015:1).

### **1.2.5 Congress**

A congress is referred to as the "regular coming together on a representational basis of several hundred or even thousands of individuals belonging to a single professional, cultural, religious or other group" (International Congress and Conventions Association, 2015:1).

### **1.2.6 Convention**

A convention is "a meeting or formal assembly which consists of representatives of a specific industry and/or delegates that come together for the purpose of a discussion and action on particular matters of common concern" (Dictionary.com, 2015b:1).

### **1.2.7 Creatives**

A "creative" can be viewed as a professional person with creativity, a certain personality type and creative ability, who fosters creativity through education, training, technology,

and the application of creative resources (International Council of Societies of Industrial Design, 2013:1).

### **1.2.8 Economic contribution**

An economic contribution consists of “the gross changes in a region’s existing economy that can be attributed to a given industry, event or policy”, based on analysis of how people have spent their money (Watson et al., 2007:16).

### **1.2.9 Economic Impact**

According to Tribe (2005:255) an economic impact is a reflection of the effects an activity or event has on the economy of a given area by measuring the economic attributes associated with the activity or event. Investor Guide (2016:1) concurs that an economic impact refers to the “total costs and benefits that a particular event can have on the overall economy”.

### **1.2.10 Events**

As events are seen as a fast-growing form of leisure-, business- and tourism-related activities (Getz, 1997:1), they can be defined as strategies for economic development, nation building and destination marketing where marketing and image promotion for both the event and the destination take place (Allen et al., 2011:5). Raj, Walters and Rashid (2009:11) add that events are “happenings with objectives” which have been planned to fulfil the event’s purpose, cater to the attendees (people), and promote the destination (place).

### **1.2.11 Exposition (Expo)**

An exposition is an occasion on which wholesalers or suppliers introduce their goods and services to buyers and retailers (Goldblatt, 2011:13). This is considered a cost-effective way to boost sales: influencing buyers to make positive buying decisions by showcasing and explaining a product/service in a uniquely presented exposition booth (BizFilings,



2016:1). The experience that buyers look for includes entertainment, business prospects, education, and value-for-money participation or entrance fee (Goldblatt, 1997:7).

### **1.2.12 International**

Merriam Webster (2015a:1) suggests that the term international can be defined as “something involving two or more nations; [it] is also associated with being global or worldwide”.

### **1.2.13 Multiplier effect**

A measure of the economic activity generated by tourism expenditure: the more money is retained and circulated within an economy, the larger the multiplier effect (Douglas, Douglas & Derret, 2001:458).

### **1.2.14 Seminar**

A seminar can be defined as a meeting where discussions take place for the purpose of sharing information and/or providing training in a particular subject (Merriam Webster, 2015a:1).

### **1.2.15 Special Interest Tourism (SIT)**

SIT can be defined as the provision of customised leisure and recreational experiences driven by the specific expressed interests of individuals and groups (Douglas et al., 2001:3). According to George (2014:28), SIT activities include the following: military tourism, e.g. visiting war memorials and battlefields; gambling tourism where tourists visit casinos in various cities for the purpose of gambling; spa tourism which involves visiting mineral or hot springs, and wine tourism, where tourists visit regions that have wine routes, vineyards and wineries.

### **1.2.16 Symposium**

Dictionary Cambridge (2015a:1) describes a symposium as “an occasion at which people who have great knowledge of a particular subject meet in order to discuss a matter of interest”.

### **1.2.17 Tourism**

According to the United Nations World Tourism Organisation (UNWTO) (2005:1), tourism can be defined as “the social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes”. Ritchie, Carr and Cooper (2003:2) argue that definitions of tourism vary according to whether it is perceived from the supply side (industry) or the demand side (consumer). Thus, Sharpley and Telfer (2002:2) expand the definition of tourism by describing it as an activity or process that acts as a catalyst for development. It has become a dominant economic sector that increasingly contributes to the local and national economy and the GDP within a country.

### **1.2.18 Workshop**

According to Merriam Webster (2015b:1), a workshop is “a class or series of classes in which a small group of people learn the methods and skills used in doing something”.

## **1.3 Statement of the problem**

Since 1995, DI has attracted the world’s brightest talent from across various creative fields. Having registered merely two international buyers in the year 2004, it has grown to attract 416 buyers in 2012, of whom 156 were international buyers, and over 506 buyers in 2013, of whom 115 were international buyers (Swart, 2013:6).

These figures indicate that the DI as a whole has contributed greatly to the Western Cape’s (WC) Gross Domestic Product (GDP) (Standish, 2010:12). Standish identified the

economic impact of visitors' spending at the Expo in 2010 and determined its effect on GDP. The DI now issues an annual report on the sponsorship value of the event.

Kotler, Bowen and Makens (2009:734) suggest that "events and attractions are the two primary strategies used by tourist destinations to attract visitors". DI has made it possible for buyers to have a world-renowned platform that provides them with an exclusive opportunity to forge vital business connections (Design Indaba, 2013b:1). The DI is one of the top three annual events in Cape Town that accounts for about a R1.5billion rand boost to the local economy (Cape Town Magazine, 2013:2). With an ever-growing number of exhibitors and buyers, DI Expo creates an opportunity for up-and-coming creatives to break into the industry and enjoy a platform for introducing their work to international buyers (Cape Town Magazine, 2013:2).

No previous research has focused specifically on the DI Buyers' Day Programme since its inception. *Therefore, the aim of this study is to analyse the economic contribution of the Design Indaba Buyers' Day Programme to the event, buyers, and Cape Town as a destination contributing to the South African tourism industry.*

#### **1.4 Research questions**

The following research questions have been formulated to assist with exploring key areas within the current study:

- How much interest (and therefore business) does the DI Expo generate from the buyers, and specifically on which products or services?
- What economic contribution does the DI Buyers' Day Programme have on local businesses?
- How does Cape Town as a destination benefit from the buyers who attend the DI Expo?
- What improvements can be done to attract more buyers to the DI Expo specifically and to Cape Town more generally?

## **1.5 Research objectives**

This study departs from the typical pattern of other economic impact studies by focusing on the following: (a) the economic value that buyers contribute through being a part of such an event (the DI Expo); and (b) the business benefits arising from enrolling in the Buyers' programme (for both buyers and exhibitors); and an overview of how international participation has benefited the DI Buyers' Day Programme. This includes analysing buyers' spending patterns, identifying which regions they come from, and looking at their participation in a longitudinal perspective based on the length of existence of the DI Buyers' Day Programme.

The specific research objectives, therefore, are:

- To determine how much buyers spent at the Expo and on what products/services;
- To determine how much local businesses have gained from DI buyers as an outcome of the existence of the DI Buyers' Day Programme;
- To identify how Cape Town as a destination and as a host city benefits from the buyers that attend the DI Expo; and
- To identify the modifications that can be made to the DI Expo to increase the numbers of buyers and visitors to the event and to Cape Town because of it.

## **1.6 Significance of the research**

The significance of the study lies in its investigation of the economic contribution that the DI Buyers' Day Programme has on the DI Expo, on local businesses (exhibitors) that showcase their products and services, and on Cape Town as a tourist destination. This is important given Cape Town's status as World Design Capital (WDC) in 2014. Furthermore, the amount spent by each buyer, and on which products or services, can be determined by the scope of the questions included in the questionnaire. This makes it easier to spot trends in and patterns of expenditure, as well as the perceived product/service interests of the buyers. An additional benefit is the opportunity to understand the experiences of participants (buyers and exhibitors) at the event, in order

to gather vital material for planning further developments in the future (to be relayed in the form of recommendations).

## **1.7 Research methodology**

Research methodology is a process that involves obtaining scientific knowledge through various objective methods and procedures. Research methodology also embodies and explains the logic behind research methods and techniques. Therefore, it has a much wider scope than research methods which, in turn, have a wider scope than research techniques (Welman, Kruger & Mitchell, 2005:2).

Research methodology comprises two broad approaches: qualitative research aims at ascertaining the opinions and feelings of individuals through methods like observation and interviews, while quantitative research adopts the natural scientific method of human behavioural research, based on measurement and statistics (Welman et al., 2005:6).

This study follows the methodology of quantitative analysis, in order to assemble realistic and reliable facts that are stable and particular, as relayed by buyers through the empirical questionnaire (Welman et al., 2005:6). The study also includes qualitative procedures, to allow a degree of flexibility in the exploration of ever-changing events or experiences, recognising the dynamic, changeable nature of reality and the subjectivity of content through the information received from key informants interviewed (Welman et al., 2005:7).

### **1.7.1 Data collection**

The data collection techniques consist of questionnaires sent by electronic mail (e-mail) to the buyers after the event, as well as face-to-face interaction with the exhibitors at the DI Expo.

#### **1.7.1.1 Primary data sources: Empirical Research**

The buyers' questionnaire was sent to the buyers after the event via email, using a database provided by Interactive Africa (IA), in order to gain their feedback on the DI

Buyers' Day Programme. The exhibitors were surveyed in face-to-face interaction after the Buyer's Day (Thursday 27<sup>th</sup> of February, 2014), during the public days of the DI Expo. The questions were structured and formatted in a concise manner to enable an accurate feedback process that was also quick and efficient.

The study's subjects (buyers and exhibitors) were observed through visits to the CTICC where the DI Expo was held, in order to envision the event process and buyers' participation at the event.

Key Informant Interviews (KIIs) were also conducted in a structured interview schedule, through set appointments (face-to-face or Skype) with relevant candidates, for example, industry individuals involved in tourism publicising the DI Expo outcomes, and the Project Co-ordinator for the DI Expo and Buyers' Programme.

#### **1.7.1.2 Secondary data resources**

The following additional elements were utilised in tackling the research question:

- Journals were used to obtain supporting evidence in terms of theoretical concepts, policies, governmental agreements, and previous research aligned to the study at hand.
- Books were used to support the text by covering every relevant angle of the study.

#### **1.7.2 Survey population**

According to Welman et al. (2005:52), a population is the study object and consists of individuals, groups, organisations, human products and events, or the conditions to which they are exposed and the set of subjects that the study sample can be directly drawn from. The population for the study consists of the buyers at the DI Buyers' Day Programme, specifically those enrolled in the structured programme, as well as the exhibitors showcasing their work at the DI Expo.

### 1.7.3 Sampling method

In collecting data from the population, simple random sampling was employed. This sampling technique is classified as a “subset of a statistical population in which each member of the subset has an equal probability of being chosen” (Investopedia, 2018:1). The targeted population can be estimated at 486 exhibitors showcasing their work at the DI Expo, as well as 506 buyers; the number enrolled in the DI Buyers’ Day Programme attending the DI Expo in 2013 (Swart, 2013:6).

In 2013, the total number of buyers at the DI Expo amounted to 506, (391 local buyers and 115 international buyers) which, according to Isaac and Michael (1981:192-193), equates to a targeted sample size of 191 local buyers and 80 international buyers to be surveyed. However, using the split proportion of both local and international buyers’ figures (271), the total number of buyers surveyed was 159, consisting of 112 local buyers and 47 international buyers. This population size was based on buyers from abroad and on South African citizens from outside of Cape Town, in order to be able to accurately measure the multiplier effect of the tourism contribution that the buyers as tourists make to the Cape Town destination.

For the exhibitors’ survey, the targeted sample size was 214 successfully completed surveys, according to Isaac and Michael’s (1981:192-193) model for selecting a sample size. The exhibitors consist only of local businesses/individuals based in Cape Town and surrounding areas within the Western Cape, so random sampling was utilised. Two Key Informants were interviewed at their convenience. The Key Informants were identified and selected based on the fact that they were the key role players in conceptualising and organising the DI Buyers’ Programme. The Key Informants are identified as:

- Interactive Africa; the owners and event organisers of the DI.
- The Department of the Premier; the event stakeholders that facilitate the DI Buyers’ Programme from a government perspective.

#### **1.7.4 Method of data analysis**

Data analysis is defined as the process of inspecting, cleaning, transforming and modelling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making (Welman et al., 2005:211-212). In this study, data was analysed with the help of Statistical Package for the Social Sciences (SPSS) software – version 22.0, which enabled the emerging statistics to be tabulated and graphically represented in pie charts and graphs.

The KIIs (qualitative data) was analysed by means of the constant comparative method, which, according to Lijphart (1971:682), is “one of the basic scientific methods of discovering empirical relationships among variables”. Furthermore, field notes were compiled in order to make sense of additional findings or common perceptions formulated from the KIIs, making use of the buyers’ and exhibitors’ surveys alongside them.

The study respected ethical considerations by ensuring that a letter of approval was acquired from the event organisers (Interactive Africa), and obtaining ethical clearance from Cape Peninsula University of Technology (CPUT). The surveys were conducted in the safe environment of the CTICC during the DI Expo on a one-on-one basis. The participants’ information will not be revealed and all their responses will be confidential, represented in the study’s findings merely as statistics. All buyers, exhibitors and Key Informants had the right to decline to participate in the surveys/interviews.

### **1.8 Organisation of the study**

#### **1.8.1 Chapter One – Introduction to the Study**

This chapter includes the background to and a summary of the study, in which the topic, research problem and the objectives of the study are briefly described.



## **1.8.2 Chapter Two – Events Management: Business Events**

The second chapter provides a theoretical overview of the research topic. A literature review was conducted to identify appropriate sources of information while placing the research topic and its purpose in perspective. The existing literature was used in order to portray the background and purport of business events, and the magnitude of their contribution to the events/tourism industry.

## **1.8.3 Chapter Three - DI and Buyers' Programme Structure**

The third chapter provides a literature review based upon the definition, profiling and purpose of buyers, on how expos help them to keep up to date and relevant in their industry, and how the buyers' programme ties into their businesses. Furthermore, a discussion of the DI Buyers' Day Programme ensues, focusing on how the overall planning, economics and structure of it benefits buyers who attend the DI.

## **1.8.4 Chapter Four – Research Methodology**

This chapter concentrates on the research methodology employed in the study. It looks at the various methods of research used, including sampling, distributing the electronic questionnaire and gathering supporting evidence, and interpreting the data gathered.

## **1.8.5 Chapter Five – Empirical results**

Chapter Five comprises analysis of the research data gathered at the DI Expo through surveying the exhibitors, buyers and Klls. It concentrates the data into standard information that clearly identifies the contribution to knowledge made by the study.

## **1.8.6 Chapter Six – Conclusions and recommendations**

The final chapter concludes the study, notes its limitations, and makes certain recommendations. It suggests possible topics for further research.

## **CHAPTER TWO - EVENTS MANAGEMENT: BUSINESS EVENTS**

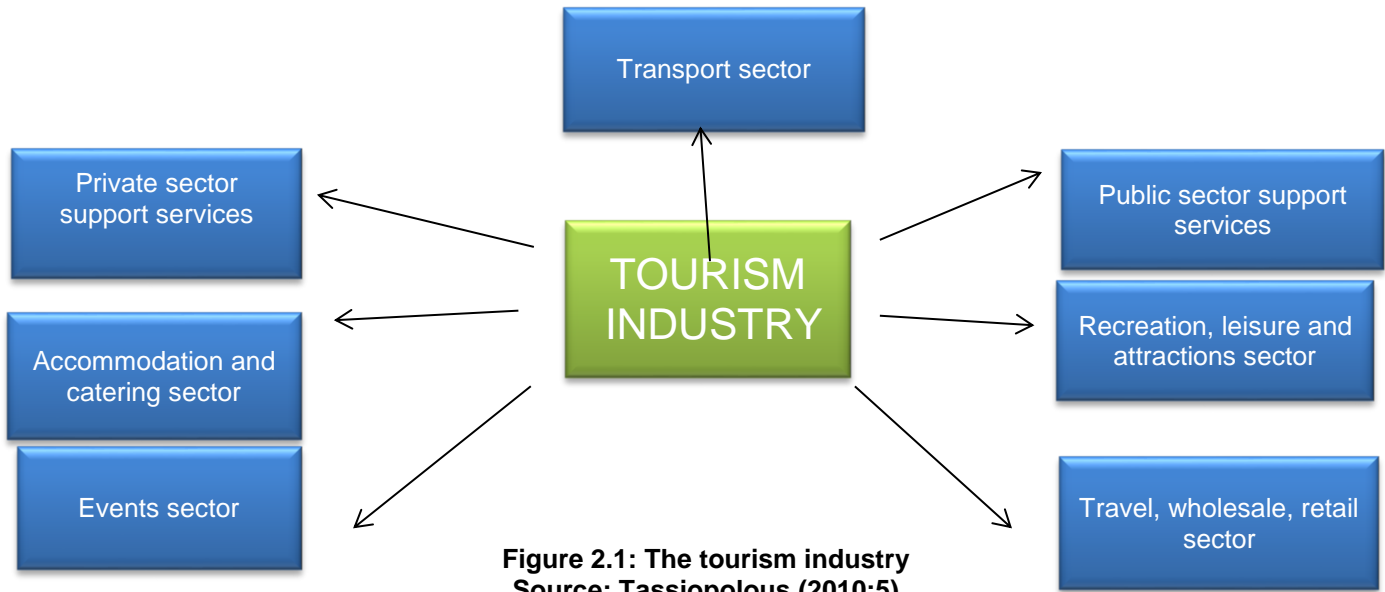
### **2.1 Introduction**

In this chapter, a comprehensive literature review is presented to support the research project. By definition a literature review is “an account of what has been published on a topic by accredited scholars and researchers”, and provides the researcher with knowledge, insight and motivation in relation to their research topic (Writing at University of Toronto, 2009:1). Walker and Avant (2005:5) observe that “an extensive literature review is required for substantial research in order to generate and then validate the ultimate choice of the concept's defining attributes”. The purpose of this literature review is to provide an understanding of event tourism, event types, business events, business tourism and the economic aspects of events.

### **2.2 Event tourism and Special Interest Tourism**

Tourism is one of the world's fastest growing industries (Muhanna, 2007:38; English Forums, 2018:1), and South Africa has become a highly popular leisure – and business – travel destination, due to its “scenic beauty, magnificent outdoors, sunny climate, cultural diversity and reputation for delivering value for money” (South Africa Info, 2014a:1). RSA also caters for particular varieties of niche tourism, such as business tourism, cultural tourism, eco-tourism, paleo-tourism, adventure tourism and sport tourism (South Africa Info, 2014a:2).

Tourism creates a platform where an individual's living standards have the potential to be increased, extra (leisure) income can be easily managed, and, thanks to the availability of convenient and cheap transport, access to virtually any destination is possible (Muhanna, 2007:38). Tourism is divided into various sectors (as illustrated in Figure 2.1) that all have the potential to bring about continuous growth, sustainable benefits, and economic elevation in their respective sectors (Tassiopolous, 2010:3).



**Figure 2.1: The tourism industry**  
**Source: Tassiopolous (2010:5)**

The fast-growing professional field of event management has allowed the tourism industry to benefit from the success and attractiveness of events by launching a market for planned events (Getz, 2008:405). Events are important motivators of tourism and development, and feature in the marketing plans of most destinations (Getz, 1997:8). Varying greatly in nature and size, they contribute significantly to increasing tourism flows and economic development (Turco, Swart, Bob & Moodley, 2003:10). Yet it can be argued that the perceived benefits as well as the costs of events are associated with the level of government funding that is received for the planning and hosting of events (Dwyer, Mellor, Mistilis & Mules, 2000:8). And although there are various models available to assess the impacts of events, each event is unique and has diverse advantages, disadvantages and limitations that need to be taken into consideration (City of Cape Town, 2011:4).

In this context, DI can be classified as a multifaceted event sponsored by government, various companies and individuals who endorse arts and culture, design, education, community upliftment; the development of local and emerging talent, fashion, film and the spirit of entrepreneurship. The success of the event has seen many people from the globe come together to share knowledge and curate various projects in the creative space that DI has shaped for them. Over the years, the numbers of attendees have increased, creating an influx of tourists (both local and international) into Cape Town during the event

period, where the DI expo had 40 exhibitors in 2004 to over 600 exhibitors in 2015. (Design Indaba, 2016b:1). The costs incurred by the organisers have increased commensurately with their need to evolve and remain innovative, which in turn means that attendees have had to raise their spending patterns over the years, thereby contributing more to the event and to the economy as a whole.

Event tourism is a term used to describe the “systematic development, planning, and holding of events as tourist attractions” (Tassiopolous, 2010:5) – a form of tourism activity that is generated by events (Quinn, 2006:288). Event tourism is also recognised as being inclusive of all planned events in an integrated approach to development and marketing; it functions by considering the “event tourist”, the person who participates and spends in this event tourism environment (Getz, 2008:406).

Event tourism falls into the category of Mixed Interest Tourism (MIT), where the tourist asks her/himself “Where do I want to go and what activities can I pursue there?” (Trauer, 2004:187). MIT is described as involving “the provision of customised leisure experiences driven by the interest of a particular group”. The interest of this group can be expressed in an array of leisure or recreational interests (Wu, 2013:250).

Design Indaba has contributed to MIT by ensuring that it offers an array of recreational and leisure activities for its main audience (delegates attending the three-day conference, buyers and exhibitors participating in the expo). These activities include a week-long Film Festival, featuring a series of design films showcased at various theatres in Cape Town, live performances at the conference during lunch breaks and in the evenings, and the Design Indabar for social encounters and evening beverages after the conference and the DI Expo (Design Indaba, 2016b:1).

Other special interests include the annual competition open to the public to identify the Most Beautiful Object in South Africa (MBOISA), the Making a Difference through Design project (sponsored by Woolworths, Western Cape Education Department, Sappi and MySchool), an annual education and development project “currently helping young

learners in hundreds of schools throughout South Africa understand more about various aspects of health and nutrition” (Design Indaba, 2016b:2).

SIT involves the provision of customised leisure and recreational experiences driven by the specific expressed interests of individuals and groups (Douglas et al., 2001:3). SIT is primarily about the tourist choosing what they want to do and where they are going to do it (Trauer, 2004:187). As a niche tourism market, SIT is viewed as similar to adventure tourism, but involving “little or no physical exertion” (George, 2014:28). SIT is also known for focusing on “activities that attract a small number of highly dedicated visitors” (Macleod et al., 2010:5), so becomes an alternative to mass tourism (also referred to as commercial tourism) (Douglas et al., 2001:3).

The DI Music Circuit and Film Festival can be viewed as SIT because of their specific focus that caters for a specific group of people. Buyers are notified well in advance of the days, dates and time frames for all activities to be offered at DI in order to register in good time for each programme. This is particularly helpful for buyers who are coming from abroad and surrounding local regions, to enable them to plan ahead.

The growth of SIT has given rise to an increase in unique tourism activities, thus increasing tourist consumption patterns in a variety of leisure interests that are seen as “distinct” (Douglas et al., 2001:2). Among the popular special interests tourism areas that have grown rapidly in South Africa are: agri-tourism (farm-based tourism), dark tourism, ancestry tourism, archi-tourism (architectural tourism), avi-tourism (birding tourism), battlefields tourism, eco-tourism (wildlife tourism), gastronomy tourism (food tourism), lighthouse tourism, military tourism, nostalgia tourism, photographic tourism, rural tourism (cultural tourism), safari tourism, spa tourism, wedding tourism, wildlife tourism and wine tourism (George, 2014:28).

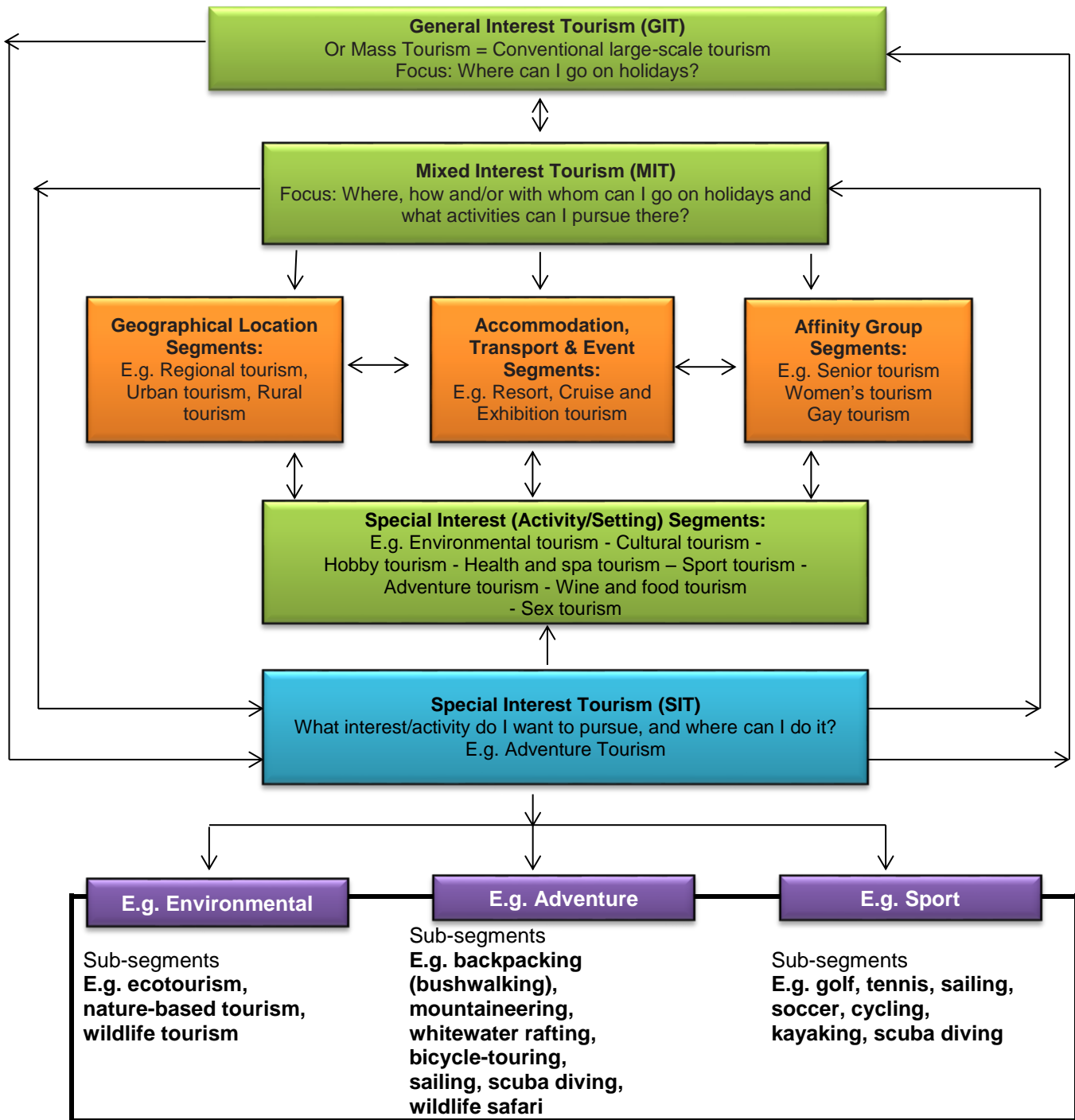
Trauer (2004:187) believes that in MIT, as in SIT, the purpose of travel is to accommodate a certain interest; however the “expert” tourist in MIT seeks an activity that is vital in her/his overall life (for example, buyers at the DI have the freedom to attend other DI

events in order to increase their chances of networking and gaining business opportunities), whilst in SIT the “expert” tourist is highly “likely to choose their special interest in accordance with their leisure interests and activities at home”. Thus, buyers at the DI may decide to go on a hike on Table Mountain as part of their activities during their visit to Cape Town, though this is not the reason for their visit.

It is evident that MIT (event tourism) and SIT overlap, as indicated in Figure 2.2. Both tourism segments are regarded as niche markets as they each occur when a tourist’s travelling decisions are inspired by a particular ‘special interest’ (Hall & Weiler, 1992:5). Furthermore, SIT and event tourism have a common goal of sanctioning “travel for people who are going somewhere because they have a particular interest that is pursuable in a particular region or at a particular destination” (Hall & Weiler, 1992:5).

For example, for the DI Expo, buyers travel from different areas of the globe in order to participate in the International Buyers’ Programme, which offers an array of benefits such as networking, purchasing of products, attending leisure activities associated with the DI, engaging with exhibitors as well as other buyers, and most importantly, gaining business opportunities within the design industry. Therefore, the relationship between event tourism and MIT/SIT can be seen as complementary, creating suitable tourism packages and events that are aligned to the interest of tourists, whether they are travelling for leisure, for business (MICE events particularly), or for both.

The SIT cycle on the next page postulates the relations among MIT, SIT and GIT (General Interest Tourism, also known as mass tourism).



**Figure 2.2: SIT Cycle**  
Source: Trauer (2004:188)

### 2.3 Business Tourism

Business tourism is one of the most dynamic and developing spheres in the world economy due to the fact that it brings about the exchange of technologies, contacts, information, exhibitions, congresses, business trips and aligned tourism activities (United

Nations, 2013:1). Business tourism is concerned with people travelling for purposes which are related to their work and is a broader term than event tourism, MIT and SIT, encompassing all the aspects experienced by the business traveler/tourist (Swarbrooke & Horner, 2001:5). The International Congress and Convention Association (ICCA) (2013:2) describes business tourism as “the provision of facilities and services to the millions of delegates who annually attend meetings, congresses, exhibitions, business events, incentive travel and corporate hospitality”.

The benefits conferred by the business tourism industry (as postulated by International Trade Forum, 1994:2 - 6) include the following:

- Attracting business tourists;
- Creating business alliances with like but infrequent business groupings;
- Extending hotel access to encourage extended stays to business tourists;
- Applying fast and innovative technologies for 24-hour online global access to services for business tourists, to assist hotel business centres for business efficiency;
- Creating employment opportunities in various sectors of tourism (airports, accommodation establishments, restaurants and at various events);
- Easing hotel business centres for business efficiency and 24-hour access;
- Attracting business services for tourist resorts, spa's as well as bed and breakfasts;
- Increasing and developing tourism infrastructure for convention centres, convention bureaus and Destination Management Centres (DMC);
- Opening the platform for tourism packages for business events; and
- Applying flexibility in accommodating accompanying person(s).

In South Africa, business tourism is a significant contributor to the economy, and even though it has grown drastically over the past ten years, there is further potential for its growth and sustainable contribution to the economy (Trade and Industry Chamber, 2006:3; McKinsey & Company, 2018:1) The National Convention Bureau (NCB) has the role of marketing South Africa as the number one destination for MICE events, and aims to increase the number of people that come to South Africa as per the goals of the



National Tourism Sector Strategy (NTSS) (Manyathi, 2012:1). It is apparent that these goals are being reached, as stated by South Africa Info (2014b:2) that “business tourism, including the trade show and expo industry, is booming in South Africa”. The Department of Trade and Industry (DTI) confirms that business tourism has been identified as one of the top three niche tourism segments boosting the economy in South Africa (Trade and Industry, 2006:3; McKinsey & Company, 2018:1).

It is noted by the Trade and Industry Chamber (2006:10) that business tourism is seasonal and is often saturated in Gauteng, the Western Cape and KwaZulu-Natal (KZN), as opposed to other areas in South Africa. The possible solution for this, as outlined by the International Trade Forum (1994:4), is for lesser known destinations to seize the opportunity to raise their visibility as business tourism destinations by increasing their activities and attractively marketing themselves through the accurate use of the Internet. Unfortunately, this has not been addressed in more than 20 years.

Hedley (2013:1) notes that RSA needs to remember that business tourism is fairly new to the country and that to remain in the top ranking (34<sup>th</sup> place according to ICCA's 2014 ranking of business tourism destinations worldwide, South Africa Info, 2015:1), RSA needs to be creative by combining conferences with leisure activities (commonly referred to as ‘bleisure’) and thus increasing SIT and MIT (which has become the key focus of the Department of Tourism). Also, South Africa needs to be reminded that other competitive countries such as Canada, Australia and Singapore have bigger budgets as well as priorities that differ from those of South Africa, therefore cost (for example budgets and pricing) is always a significant element (Manyathi, 2012:35).

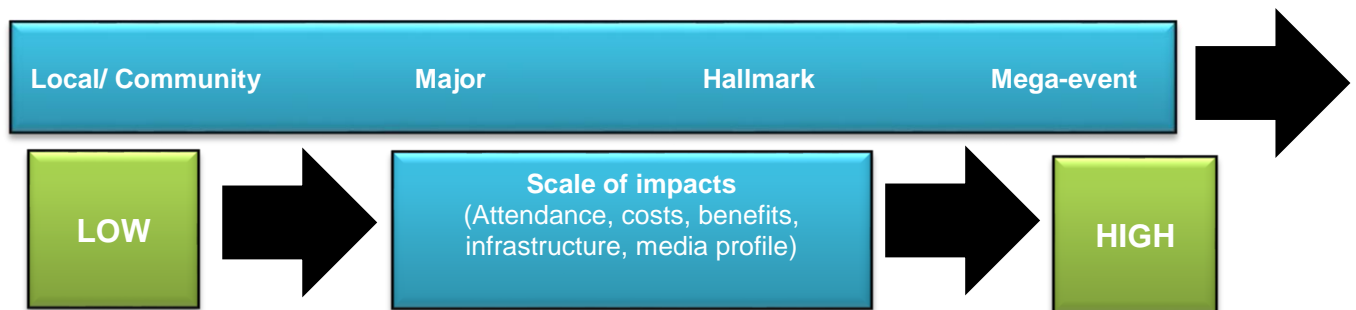
The DI Buyers’ Programme has become the primary reason for buyers visiting Cape Town during the event period; however, they also pair their stay with various DI leisure activities as well as other tourism-related activities that Cape Town has to offer. This has a positive impact on the economic contribution of buyers to DI and tourism as a whole.

The following section breaks down the concept of events to enable DI to be understood in the context of existing literature.

## 2.4 Events

### 2.4.1 Size of events

As noted by Allen et al. (2011:11), the event industry comprises categories based on the 'size or scale' and 'form and content' of events, which are further explained in the subsections of 2.4.2. Van der Merwe (2008:19) indicates that size or scale is used as a method of categorisation which identifies the following event types: local/community events, mega-events, major events and hallmark events. These events are represented in Figure 2.3 by means of an arrow indicating that the size of the event determines the impacts of the event; larger events have greater impacts and smaller events have fewer impacts (Van der Merwe, 2008:19).



**Figure 2.3: Events categorisation by size or scale**

**Source: Van der Merwe (2008:19)**

Business events vary in size according to their scale of impacts, importance and number of attendees (Allen et al., 2011:11). The business events sector includes meetings that can range from a small group of employees having an annual general meeting hosted in a community hall or hired venue, to a large conference for more than ten thousand delegates, hosted at a conference centre that will require accommodation, travel and leisure activities included in the delegates' packages, or even an exhibition that can host, for example, 200 invited individuals or companies (Careers Manchester, 2016:1). Business events are discussed in more detail in section 2.5.

The events depicted above in Figure 2.3 each have a specific purpose to fulfil and can be categorised by size. For example, the annual general meeting can be classified as a local/community event, and the conference can be identified as a major event. An exhibition can be classified as a hallmark event if it is held with international status, whether occurring on a regular or once-off basis (Link Springer, 2016:1).

The DI Expo can be branded a hallmark event (see section 2.4.2.4) as it serves the following purposes pertaining to hallmark event criteria (Link Springer, 2016:1):

- An event held regularly (the DI Expo is held annually late February/beginning March).
- Has an international status (buyers from across the globe are invited to participate in the event).
- Allows the host city to gain “an opportunity to secure high prominence in the tourism market place” (the DI as a whole is one of the biggest events in Cape Town that is seen to bring many tourists into the City during the event period).

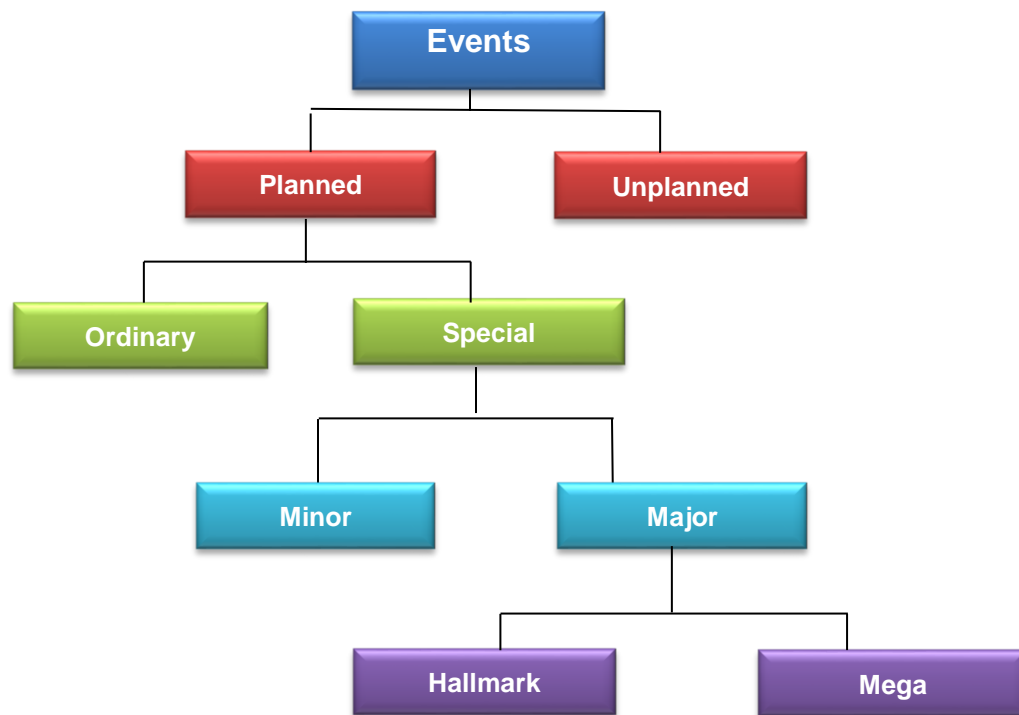
#### **2.4.2 The events relationships**

Tassiopolous (2010:11) suggests that events are unique due to the distinctive combination of their “duration, setting, management and people”, while Jago and Shaw (1998:24) maintain that events are there for the purpose of providing a leisure activity that may blossom into a means of attracting tourists. Particular combinations of these elements are what allow events to assume a unique form, alone or in conjunction with others. Various elements from different events can merge into outstanding attractions.

DI has set itself apart from other events by creating interlinked relationships among the various events that it hosts. For example, the DI hosts a three-day conference which begins Wednesday; on Thursday delegates receive a preview of Expo, and this coincides with the host day of the DI Buyers’ Programme. This uniquely and strategically allows buyers, delegates, exhibitors, organisers and service providers an opportunity to be under one roof, thus connecting in terms of each of their business goals.

In addition to that, DI has the Music Circuit, a leisure evening of social gathering and music entertainment at one of Cape Town's unique venues (different venue each year) thus adding an element of fun for all the buyers and delegates invited to the event.

The relationship among aspects of events is represented in Figure 2.4 (with a discussion of the terms used starting from section 2.4.2.1), as a nomological structure showing that there is no universal agreement regarding the relationship between different forms of events; they merely overlap and may differ in terms of size or scale, form or content (Tassiopolous, 2010:11).



**Figure 2.4: The events relationships**

**Source: (Jago & Shaw, 1998:11)**

#### **2.4.2.1 Planned and unplanned events**

When something is *planned* it is defined in terms of its systematic arrangement of important parts or set course of action; therefore, a planned event has a systemic programme or sequence of activities that it goes through, as has been planned ahead of time of manifestation (Tassiopolous, 2010:4). According to the Institute of Event

Management (2016:1), in order for a planned event to occur, there needs to be establishment of a timeline, an event budget, planning for a venue, equipment required, catering, an arrangement of activities and transportation, management of risk and development of contingency plans. The word *unplanned* suggests not having a particular purpose, organisation, structure, not having been prepared for in advance. Often the assumption is that unplanned events, which usually occur spontaneously, are disorganised (which may possibly be the situation with the DI) (Tassiopolous, 2010:11).

The DI has numerous planned events, which the delegates, exhibitors, buyers as well as students are allowed to attend, based on their registration category and which they have *planned* to attend (guests have to book and prepay their ticket prior to the event, before it gets sold out). The *unplanned* events, which as spontaneous activities are usually surprise elements that DI has for their guests; for example, during the DI conference, different bands and artists are showcased in the Design Indabar session at the end of the day. The Design Indabar session is a one-hour time slot dedicated to a relaxed networking and entertainment session where the DI delegates get to enjoy themselves over their choice of drinks at the bar. Other unplanned or spontaneous events may occur, such as guests participating in a cooking tutorial during a presentation on the expo floor.

#### **2.4.2.2 Ordinary and special events**

The term *ordinary* is associated with something that has no special or distinctive features. There are thus 'normal' or standard events (Tassiopolous, 2010:5). Saayman (2012:152) classifies ordinary events as those events that possibly take place once a year, often events that the community or public are used to attending on a regular basis. *Special* events are "one-time or infrequently occurring events outside the normal programme of activities of the sponsor or organising body" (Allen et al., 2011:18). Goldblatt (2011:6) proposes that special events are a "unique moment in time, celebrated with a ceremony and ritual to satisfy specific needs. Examples of special events in RSA are the Minstrel Carnival held annually on New Year's Day in Cape Town, and the inauguration of Nelson Mandela as President of South Africa in Pretoria, 1994.

In the case of business events, event organisers aim to make their events both ordinary and special, their main objective being to maximise attendance in order to gain a ROI from the potential event expenditure that will occur once attending becomes a part of their event (Saayman, 2012:115). DI applies this concept to their event in the sense of being an *ordinary* event (occurring annually), but also a *special* event by way of various event-segments being continuously upgraded in order to maximise attendance at the event, and by creating new event objectives drawing in new individuals annually. The more participants and attendees, the more likely it is that there will be an increase in spending at the event and in Cape Town, thus having a positive impact on tourism and the economy.

#### **2.4.2.3 Minor and major events**

Minor events are small-scale events. Examples of minor events are birthday parties or a school's soccer tournament. Major events, according to Jago and Shaw (1998:23), are "large scale events which are high in status or prestige and which attract large crowds and media coverage", which will be discussed in the next section. Torkildsen (2005:469) indicates that major events are smaller than mega-events; however, they also attract wide media coverage and a large number of attendees, and have many positive economic impacts. Examples of major events in RSA are the Cape Town Cycle Tour and the Sun Met (major horse race), held annually in Cape Town.

The DI can be considered a major event due to its magnitude; the event accumulates thousands of delegates for the conference, and just over a thousand buyers and exhibitors combined. The event's success is due to a combination of contributions that come from the sponsors and the companies and governmental departments that become involved in certain event projects and some of the planning of the event. All of the aforementioned become role players in creating wide coverage for the event, thus attracting media and marketing groups from across the globe. Interest sparked by all the event "hype" builds up a strong desire amongst many industry individuals, companies, exhibitors and buyers to attend and participate at the DI, leading to economic benefits.

#### **2.4.2.4 Hallmark events and mega-events**

Hallmark events are “major one-time or recurring events of limited duration developed primarily to enhance the awareness, appeal and profitability of a tourist destination on the short and/ or long term” (Van der Merwe, 2008:20). Such events “rely on their success and uniqueness, status or timely significance to create interest and attract attention” (Hall, 1992:263), and are usually on a national or international scale (Jago & Shaw. 1998:29; Müller, 2015:630). Examples of hallmark events in South Africa are the Tourism Indaba and the Loerie Awards, both of which are held annually in Durban.

The DI can also be considered as a Hallmark event due to the fact that it promotes design only in Cape Town; it occurs annually, it has international recognition, a recurring attendance of local and international individuals who all contribute to the event in different ways (attending the conference as delegate, exhibitors or buyers at DI Expo, or students at the Simulcast), and to Cape Town as the host destination.

Mega-events are the largest events within the events sector as they generally target the international market; they attract worldwide interest and provide structural improvement in host destinations (Van der Merwe, 2008:19). They have specific yield in terms of an increase in tourism and media coverage, and economic impact. It is often difficult to calculate their costs accurately as they involve many stakeholders, including government (Carlos & Van Der Wagen, 2005:4). Getz (1997:6) states that mega-events bring a high level of prestige and a positive economic outcome to the host community. Examples of mega-events in South Africa are the 1995 Rugby World Cup, the 2003 International Cricket Council (ICC) Cricket World Cup, and the Fédération Internationale de Football Association (FIFA) 2010 World Cup.

#### **2.4.3 Types of events**

Janecko, Mules and Ritchie’s (2002:4) proposition is that events are utilised as a tool for drawing in masses from various regions or countries, with the aim of increasing the seasonal tourist appeal, to another region, as well as using that increased tourism as a

method of increasing both real and potential income for the destination concerned. This is made possible by defining the specific type of event that will appeal to the desired market (Janecko et al., 2002:5).

The Event Management Body of Knowledge (EMBOK) is a framework that extensively explains aspects of events management by allowing the event organiser to define what type of event they are aiming to produce and plan (Silvers, 2010:1). The EMBOK further assists the event organiser by outlining planning processes, phases of events and various knowledge areas that should be covered in order to achieve the specified event purpose (Silvers, 2010:2). It is relevant to detail the event genres (Table 2.1) that are classified within the EMBOK in order to enhance the focus of this study: business events (Section 2.5).

According to the EMBOK, DI is a multifaceted event; it can be classified in various event genres when broken down into individual parts. For example, the Music Circuit is an entertainment and leisure event; the DI Expo falls into the exposition and fairs category; Design Indabar is a social event, the Amalgamated Banks of South Africa (ABSA) Initiative consists of cause-related and fundraising events, while the conference can be identified as meetings and conventions. While this does paint a complex picture, all these events fall under the DI brand (business and corporate events) which primarily focusses on connecting various individuals and/or companies together for the purpose of networking, sharing ideas, the curation of design projects and doing business together. All the parties involved become participants in a business event and some of them contribute to the activity of business tourism.



**Table 2.1: The Event Genres in Event Management**

<b>Event Genre</b>	<b>Definition</b>
<b>Business and corporate events</b>	Business and corporate events refer to any event that supports business objectives, including management functions, corporate communications, training, marketing, incentives, employee relations, and customer relations.
<b>Cause-related and fundraising events</b>	Cause-related and fundraising events are created by or for a charitable or cause-related group for the purpose of attracting revenue, support, and/or awareness.
<b>Exhibitions, expositions and fairs</b>	Exhibitions, expositions and fairs events bring buyers, sellers and interested persons together to view and/or sell products, services, and other resources to a specific industry or the general public.
<b>Entertainment and leisure events</b>	Entertainment and leisure events are one-time or periodic, free or ticketed performance or exhibition events created for entertainment purposes, scheduled alone or in conjunction with other events.
<b>Festivals</b>	Festivals are cultural celebrations, either secular or religious, created by and/or for the public. Many festivals include bringing buyer and seller together in a festive atmosphere.
<b>Government and civic events</b>	Government and civic events are events that comprise of or are created by or for political parties, communities, or municipal or national government entities.
<b>Marketing events</b>	Marketing events refer to a commerce-oriented event to facilitate bringing buyer and seller together or to create awareness of a commercial product or service.
<b>Meeting and convention events</b>	Meeting and convention events refer to the assembly of people for the purpose of exchanging information, debate or discussion, consensus or decisions, education, and relationship building, scheduled alone or in conjunction with other events.
<b>Social/Lifecycle events</b>	Social/Lifecycle events are identified as a private event, by invitation only, celebrating or commemorating a cultural, religious, communal, societal, or lifecycle occasion.
<b>Sport events</b>	Sport events are events where individuals have to observe or participate in recreational or competitive sport activities; they are usually scheduled alone or combined with other events.

**Source: Silvers (2010: 1-2)**

## 2.5 Business Events

Business events, also known as ‘MICE’ (meetings, incentives, conventions and exhibitions) events, are defined as “all off-site gatherings, including conventions, congresses, conferences, seminars, workshops and symposiums, which bring people together for the purpose of sharing information” (Allen et al., 2011:5). In 2013, South Africa ranked 37th on the list of the world's top business events destinations (National Department of Tourism, 2013:1), then moved up to 34<sup>th</sup> place in 2014 (South Africa Info, 2015:1). The country is Africa's top meetings and events destination (Business Events, 2015:1). Business events could include the following:

**Table 2.2: Types of Corporate Events**

Types of Corporate Events	Definition
<b>Award ceremonies</b>	Award ceremonies are great events to honour and motivate key staff or to acquire and retain customers.
<b>Board meetings</b>	Board meetings focus on strategic goals and visions. The event venue and the planning process should reflect the prestigious nature of these meetings.
<b>Conferences, congresses and symposiums</b>	Conferences, congresses and symposiums are popular and important business events. Everything about the event management of academic, medical and business conferences. They are hosted annually or every four years depending on the status of the event and how extensive the planning needs to be.
<b>Executive retreats</b>	Executive retreats are escapes from stressful work schedules and the day-to-day business. They allow business persons to learn how they should stimulate free thinking and creativity
<b>Gala dinners</b>	Gala dinners are a long-standing corporate tradition to conclude fiscal years, celebrate new milestones or to get in contact with key customers.
<b>Golf days</b>	Golf days are golf tournaments or retreats. These events aim to acquire new customers, to increase customer loyalty or to motivate employees.
<b>Incentive events</b>	Incentive events motivate employees or close the ties to customers. Event managers are planning events that help to enhance customer loyalty.
<b>Meetings</b>	Meetings are common business events in large companies, perfect to discuss operational and financial strategies.

<b>Networking events</b>	Networking events are personal marketing galas. Such events are great opportunities for contact establishment and personal marketing.
<b>Opening ceremonies</b>	Opening ceremonies are held to start conventions, annual meetings and other events that last for two or more days.
<b>Press conferences</b>	Press conferences are perfect business events to promote new products, launch marketing campaigns or to inform the shareholders and public about financial issues.
<b>Product launches</b>	Product launches are critical for the successful market introduction of some products. A perfect product presentation might also increase the media coverage.
<b>Seminars</b>	Seminars are educational events for the training of managers and employees. Most seminars are not comparable with boring lectures as interactivity is core of the event.
<b>Team building</b>	Team building events are a key to develop and motivate teams in companies and divisions.
<b>Theme parties</b>	Themed parties are events that devote to a special topic. Popular events are casino nights or Halloween parties.
<b>Trade fairs</b>	Trade fairs are exhibitions where companies can present and demonstrate their latest products. A professional presentation is crucial.
<b>Very Important Person (VIP) events</b>	VIP events are used to increase customer loyalty. Professional planners organise VIP events that ultimately increase revenues.

**Source: Event Management (n.d:1-3)**

### **2.5.1 Trends in Business events**

According to Collins Dictionary (2017:1), trends are a means or strategy that individuals or businesses use in order to change and/or develop towards something different or new. In business, a trend is defined as a “pattern of gradual change in a condition, output, or process, which permits businesses to move in a certain direction over time depending on the industry or markets’ performance and demands” (Business Dictionary, 2017:1). With Interactive Africa hosting an event primarily for creatives in the design industry, the DI brand continuously needs to keep up with current industry and worldwide trends that will allow it to remain competitive in the business events industry through innovation and creative thinking.

In the world of tourism, business events and brand experiences have become a powerful tool to ensure that companies keep up to date with the industry standards. The ability to secure events and host successful events is measured against the future direction of MICE events, event impacts, marketing and tourism benefits that can be gained by various destinations in the world (The Media Online, 2017:1). As reported by Umthunzi (2017:1) in their article *The Top 5 Conference and Business Meeting Trends of 2017*, event organisers need to find appropriate ways to ensure that attendees are equally interested in attending events as they are in activities that take place at the event. The only way for that to happen is to ensure that the face-to-face time spent at an event is valuable for both parties (attendees and organisers) and meets the current industry trends, such as the following (Umthunzi, 2017:1 - 2):

- Convergence: has become an innovative way that event organisers can maximise on a vast audience by combining different events (speakers, entertainment, and venue or event theme) that are unlikely. This creates a fusion of different skills, knowledge and industries under one roof.
- Festivalisation of meetings: Creating an entertainment aspect around the meeting can spark excitement and fun. Events are teaming up with different brands, performers and entertainment in order to create a lively atmosphere at the event.
- Business events which have become brand and experiential marketing experiences, through incorporating various brand activations at events: sponsors create an experience for the attendees whilst marketing their brand.
- Refreshing breaks: some business events have moved away from the traditional city-based conference or meeting venues. Hosting a conference in a resort creates a relaxed environment that attendees can take advantage of.
- BLeisure (Business and leisure): Similarly, to the refreshing breaks, various leisure activities can be incorporated into the programme, in order to allow attendees to experience the business aspect, networking opportunities and a leisure element of the business event that they are attending.

As presented in Table 2.3, below, there are five key trends that business events need to keep up with in order to remain relevant in the industry (The Media Online 2017:2).

According to Puregrit (2017:1), these trends are key in following the shift in traditional MICE events planning as they aim to engage attendees on multidisciplinary levels. DI has managed to observe this principle by bringing creatives into one space, to share their current work with attendees at the various DI events, be it through participation in the conference, music circuit, exhibition or any other aspect that is brought to the event as a ‘wow factor’. The aspects mentioned in Table 2.3 no longer affect one industry on its own, since recent events have shown that there is a dynamic and coherent connection between the tourism industry, events industry and other industries. As quoted in The Media Online (2017:1), Greg Oates states that: “The meetings industry is evolving beyond its preoccupation with event technology and the impact of Millennials over the last five years. The new focus for 2017 revolves around developing more multidisciplinary business events, integrating education and entertainment, to engage attendees in new ways on different levels.”

**Table 2.3: Five major trends for 2017**

<b>Trends</b>	<b>What this means for the industry</b>
<b>Innovation</b>	Clients are wanting something different – unique event spaces, content presented differently (away with Power Points), and great entertainment.
<b>Flexibility</b>	With smaller budgets and shorter lead times, venues and suppliers will need to be flexible.
<b>Catering</b>	With the rise of the ‘Master Chef’ generation, clients and delegates are becoming more aware of what they eat. Chicken or beef no longer makes the grade. Menus need to take various food fashions and cultural groups into consideration.
<b>Sustainability</b>	No longer just a buzz word, sustainability or greening will continue to be major consideration when planning an event. Eco-friendly venues and suppliers will be in demand.
<b>Technology</b>	Event Apps will dominate the event landscape and venues will need to provide free and reliable Wi-Fi in order to secure business.

**Source: Adapted from The Media Online (2017:1)**

## **2.5.2 Impacts of business events**

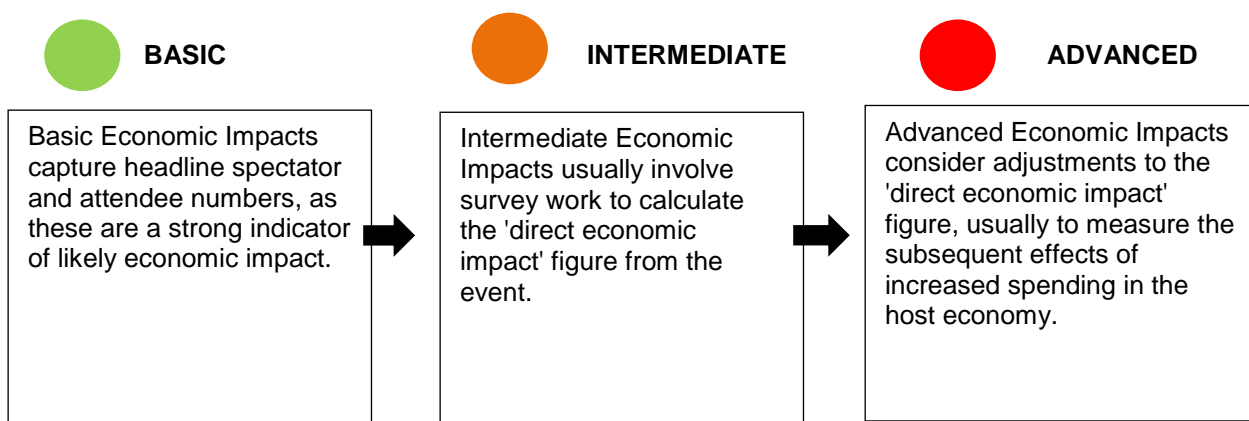
"Tourists coming for business events spend more per capita because they come for the event itself. They bring their family along, stay a few days after and shop. These are highly-valued tourists", said former Tourism Minister, Marthinus Van Schalkwyk (South African Broadcasting Corporation, 2013:1). While this may well be the case, the fact is that these enlarged benefits are mostly overlooked (Dwyer et al., 2000:10) due to the complexity of evaluating and measuring them: there are too many degrees or stages involved in the assessment procedure (Wood, 2009:173). A possible solution to this challenge, suggested by Business Events Council of Australia (2009:2), is for an effective communication line to be extended to relevant communities (politicians, businesses and media) with the aim of delivering a "strong, consistent and clear message of the positive impact of business events beyond the direct tourism spend". This can only occur if there is an understanding of the types of business events that exist, and some knowledge of how business tourism operates in a particular country (for example, South Africa, as discussed in section 2.3).

### **2.5.2.1 Economic contribution versus economic impacts of business events**

An economic impact is the sum of the effects an activity or event has on the economy of a given area, obtained by measuring the economic attributes associated with the activity or event (Tribe, 2005:255). According to the Event Impacts (2015:1) and the National Department of Tourism (2018:1), "the 'economic impact' of a major event refers to the total amount of additional expenditure generated within a defined area, as a direct consequence of staging the event". With regard to the DI Buyers' Day Programme, the economic impact can be assessed by considering the additional activities that the buyers engaged in during their attendance at the event and during their visit to Cape Town. For example, travel costs, accommodation costs, entertainment and leisure costs, tourism attractions, tours, shopping and spending on food and beverages at restaurants – all these are elements that can be considered factors of economic impact on a local area (Event Impacts, 2015:1; National Department of Tourism, 2018:1).

Furthermore, economic impact studies usually seek to establish the net change in a host city's economy. This is done by comparing the cash inflows (money coming in) and

outflows (money going out) in order to establish the net outcome (profit or loss) (Event Impacts, 2015:1). Relevant studies that have been conducted in South Africa include: “The economic impact of the annual Volksblad Arts Festival” (Strydom, Saayman & Saayman, 2006), “The potential economic impact of hosting major sports events in South Africa” (Vilakazi, 2014), and “The economic impact of special events: A case study of the Mother City Queer Project (MCQP)” (Hattingh, 2009). These studies assessed the economic contributions of various events in order to measure the return on investment (ROI) according to the range of economic impact categories (see Figure 2.5, below).



**Figure 2.5: Categories of economic impacts**  
**Source: (Event Impacts, 2015:2)**

Alternatively, an economic contribution can be seen as “the gross changes in a region’s existing economy that can be attributed to a given industry, event or policy”; this is ‘just the facts’ analysis, based on exploring how people spent their money (Watson et al., 2007:16). According to United Kingdom (UK, 2016:4) Music, “economic contribution adds up the economic activity resulting from expenditure, while economic impact estimations show the change (impact) on economic activity”. This means that the category of economic contribution also includes the spending of visitors to an event or tourist at a destination – focusing on their travel costs, accommodation costs, entertainment and leisure costs, tourism attractions, tours, shopping and spending on food and beverages at restaurants. The sum of these is what is seen as the ‘economic contribution’ to the specific event or destination’s economy. Relevant studies that have been conducted

include: “The economic contribution of tourism in Kenya” (Valle & Yobesia, 2009), “Measuring the economic contribution of cultural industries” (Mikić 2009), “A report on Economic Contribution: Hunting Indaba” (Kitshoff, 2013), and “The Economic Contribution of the Core UK Music Industry” (Todd, 2015). These studies calculated the pooled economic contribution generated by a certain activity to a country, company or destination.

## **2.6 Summary**

This chapter has provided insight into the varieties of tourism (SIT, MIT, GIT and business tourism), the events (business events) industry, the notion of economic contribution versus economic impacts, and how the two aspects tie into events. The literature discussed in this chapter pertinently outlined certain key aspects that include:

- The continued success and growth of the tourism sector unquestionably depends on the collaboration of a variety of prominent local players, including airports, airlines and ground transportation, hotels, convention centres and tourism support services (International Trade Forum, 1994:2). DI relies on these to be able to compete in the tourism market;
- Business events originate because of external customers (for example DI as whole satisfies an array of customers: conference delegates, buyers, exhibitors, the general public, tourists, government and other partnered companies), as most business events are customer focused and depend on them to survive (Dickinson, 1998:63);
- South Africa as a tourism and business destination has overcome many hurdles in developing its image (and economical stature): its vast and varied growth is verification of that (South Africa Info, 2015:1).

The next chapter provides some background on buyers, describing how they link into buyers’ programmes, and gives an overview of the DI Buyers’ Day Programme.



## **CHAPTER THREE: DI AND BUYERS' PROGRAMME STRUCTURE**

### **3.1 Introduction**

Walter, Ritter and Gemunden (2001:365) declare that “the essential purpose of a supplier and customer engaging in a relationship is to work together in a way that creates value for them”. Acknowledging this, this chapter continues the literature review by concentrating on buyers: types of buyers and the purposes of buyers, how expos help them to remain relevant in their industry and how buyers' programmes tie into their businesses. The DI Buyers' Day Programme is discussed, so as to show how the overall planning, economics and structure of it benefits buyers who are aligned to DI.

### **3.2 Buyers**

A buyer is defined as any party who acquires or agrees to acquire ownership of goods or benefit from and/or use a service in exchange for money or other consideration under a contract of sale. Buyers can be defined as professional purchasers specialising in a specific group of materials, goods or services, with experience in market analysis, purchase negotiations, bulk buying and delivery coordination (Business Dictionary, 2013:1). Buyers are often referred to as 'selectors' as they need to consider potential environment-cost trade-offs, marketing and networking opportunities that will work for their brand or company. Knowing how to choose the correct company or brand to work with is the foremost challenge that buyers are faced with in their line of work (Blackwell Publishing, 2014:5).

The DI Expo caters for both local and international buyers in the design industry. These buyers are allowed exclusive access to view and select products or services that will be beneficial to their companies/brands.

#### **3.2.1 Types of buyers**

Being a buyer may also differ according to the various levels of seniority in a company; there can be buyers for sales and promotions, assistant buyers and/or a buying manager within one company (organisation), and all of these may be headed by a buying director.

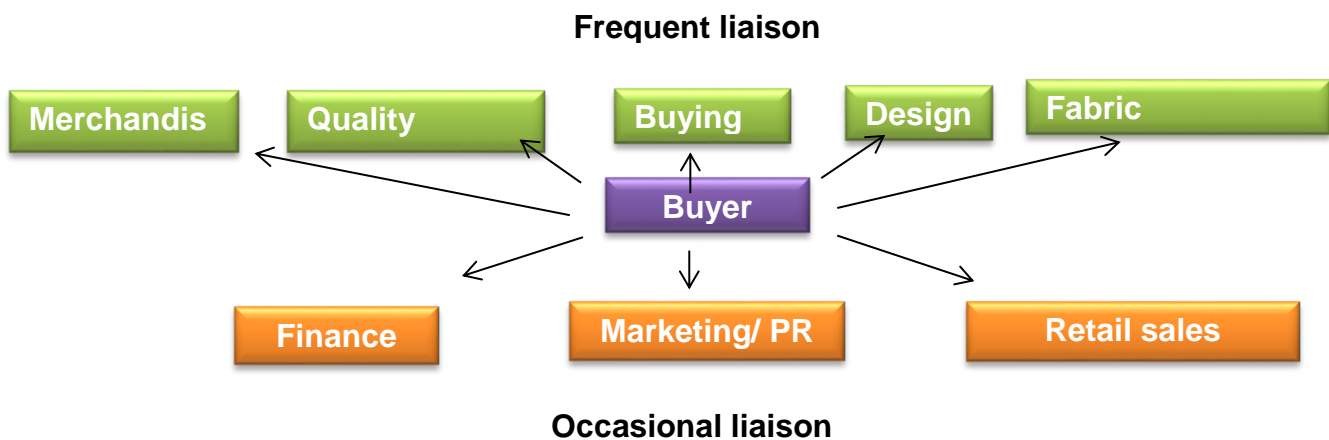
But even given these variations in buyers' positions, the purpose of having buyers within the company does not change (Blackwell Publishing, 2014:5). Buyers can also be classified into the categories of international or local buyers such as is the case with the DI (Indaba South Africa, 2014:1).

At the DI Expo buyers differ according to the company positions they hold and the industry that they are in. According to Design Indaba (2015:1), the expo hosts representatives from all design areas, including “architecture, spatial design, communication and digital design, fashion and accessories, design for social impact, furniture and home-ware, handmade, industrial, product design and jewellery”. Having all of these representatives under one roof ensures the demonstration of the best of high-end design talent (Design Indaba, 2015:1).

### **3.2.2 Role of buyers**

Buyers' roles differ between business organisations, however their primary purpose is to manage the “development of products aimed at a specific customer and price bracket” (Blackwell Publishing, 2014:5). The role that buyers play encompasses the following key performance areas (Blackwell Publishing, 2014:6-8):

- Liaising with suppliers in order to establish strong relationships for the benefit of both parties.
- Negotiating with suppliers: negotiation skills are important in dealing with suppliers, since prices and delivery dates are often factors involved in give and take in negotiations.
- Liaising with internal departments: buying colleagues need to work closely together to ensure that the same process is being applied throughout the company or stores that develop the same range of products. Figure 3.1 represents the frequent and occasional liaison from buyer to various internal departments within a company (Blackwell Publishing, 2014:8):



**Figure 3.1: Buyer liaison with internal departments in an organisation**

**Source: Blackwell Publishing (2014:8)**

### **3.3 International Buyers' Programme**

An International Buyers' Programme is a joint government and industry effort that brings thousands of international buyers together with companies exhibiting at major industry trade shows, expos and fairs for business-to-business matchmaking (Export Government, 2014:1). International Buyers' Programmes make great business tools in the sense that they allow the buyer to pre-schedule their time at an event in order to accommodate their preferred presentations, exhibition booths, trade presentations and workshops, group appointments, and personal appointments with selected exhibitors or potential clients (Export Government, 2014:2). Such programmes thus hold huge prospects for networking, sales and marketing (Indaba South Africa, 2015:1).

The DI Buyers' Day Programme was created for the above-mentioned purposes as a medium of exchange for international and local markets. The Buyer's Day is exclusive to buyers who register in order to utilise the private interaction with exhibitors before the rest of the public is exposed to the new talent, products and services. At the same time, the organisers of the event form relationships with the buyers (and exhibitors).

### **3.3.1 Purpose of attending the International Buyers' Programmes**

As a professional in any field, especially design, arts and culture, tourism and events management, the purpose of attending events is to grow your network, get smarter, curate and create content, transfer the knowledge to your company or team and optimise the market value of the event concerned (Top Rank Blog, 2014:1). The primary motivator for buyers to attend the International Buyers' Programme is to meet suppliers and potential business allies who offer high end, innovative goods and services, share ideas and also collaborate with other buyers or exhibitors who are emerging creatives in their specific industry (International Trade Administration, n.d:1). DI has been able to increase the demand for the Buyers' Programme from only having two international buyers in 2004 to over 600 buyers (both local and international) in 2015 (Design Indaba, 2015:1).

### **3.4 DI Buyers' Day Programme: operations and structure**

According to DI (2015:1), "Registered buyers at Design Indaba Expo 2015 are invited to attend a private Buyers' Day at the CTICC the day before the Expo opens to the public. This is an opportunity for buyers to browse the Expo floor at a relaxed pace and engage with exhibitors and other buyers, before any public sales are made".

The cost for being a registered buyer (for 2014) was R220 and R75 for each additional buyer coming from the same company. It is the responsibility of an invited buyer to register for the event early enough to benefit from this discounted price, as early registration for buyers closes two weeks prior to the Expo opening. After this, the prices for onsite registrations increase to R270 for the main buyer and R100 for additional buyers (Design Indaba, 2015:1). The buyers' registration fee includes an exclusive Buyers' preview of the DI Expo floor on Thursday; Buyers' accreditation that will allow buyers to be easily identified by media and exhibitors who they may want to interact with; full access on the official Expo show dates (for Friday to Sunday); breakfast, a Buyers' Guide directory of all exhibitors on the Expo floor (only given to the main buyer); a programme for the day, special rates for accommodation and transportation organised by DI; tickets to DI social events (DI Film Fest and Music Circuit); as well as access to various facilities to make their visit more convenient and pleasurable (Design Indaba, 2015:1).

In addition to all this, DI Expo allows the buyers an opportunity to view established South African designers, as well as emerging designers enrolled in the Emerging Creatives programme – a year-long mentorship, support and management programme that was created in 2005 in order to nurture new creative talent entering various fields in the design industry (Design Indaba, 2016a:1). The programme is sponsored by the Department of Arts and Culture (DAC), which assists small businesses to grow and to showcase their work in a travelling exhibition hosted in three cities within in South Africa: Cape Town, Durban and Johannesburg. The added benefit of this programme is that all participants gain the opportunity to meet international and local leaders within the design industry during the course of the programme, as well enjoying exposure to buyers who attend the DI Expo (Design Indaba, 2016a:2).

### **3.5 Summary**

This chapter provided an overview of the types and roles of buyers and offered a discussion of buyers' programmes, the purpose of attending these events and their relevance to the industry. A description of the DI Buyer's Programme has shed light on the operations and structure of the programme.

## **CHAPTER FOUR: RESEARCH METHODOLOGY**

### **4.1 Introduction**

The term “research methodology” denotes a process of obtaining scientific knowledge by means of objective methods and procedures (Welman et al., 2005:2). According to the Business Dictionary (2015a:1), in this context it is “the process used to collect information and data for the purpose of making business decisions”. The description of a research methodology explains the logic behind the methods and techniques utilised in the research project concerned (Welman et al., 2005:2).

This chapter aims to give an account of the research methodology informing this study, covering the following aspects: the study area, data collection, data analysis, population of the study, sampling of the population, and the research design. It also discusses additional elements pertinent to the study, such as the research questions, the validity and reliability of the research, and ethical considerations.

### **4.2 Study area**

This study took place in Cape Town, also known as the “Mother City” (South African History, 2015:1), the largest city in and the capital of the Western Cape. It is the second most populated city in South Africa, with a population of 3.5 million people (Cape Town Travel, 2015:1). Moreover, according to Tourism in Cape Town (2015:1), “Cape Town has become the tourism Mecca of South Africa as the city has had a rich and interesting history that is of extreme importance in South Africa both strategically and economically. Thus being the major tourism draw card in South Africa”.



**Figure 4.1: Cape Town**

**Source: Tourism in Cape Town (2015:1)**

Cape Town (as seen in Figure 4.1) has one of the six best convention centres in South Africa (Meet Confex, 2015:1), the Cape Town International Convention Centre (CTICC), a multipurpose conference and exhibition centre (CTICC, 2015:1). The CTICC (in Figure 4.2) is situated in the heart of Cape Town, within the Central Business District (CBD) on the Foreshore – a few kilometres from the world-renowned Victoria and Alfred Waterfront (CTICC, 2015:1).

The CTICC has many achievements, and according to Meet Confex (2012:2), it is: the first convention centre in Africa to gain three ISO (International Standards Organisation) certifications simultaneously; the first convention centre on the

continent to become a signatory to the United Nations Global Compact (UNGC); and the first convention centre in the world to have its sustainability reporting practices aligned to the Global Reporting Initiative (GRI) Framework and to achieve a Level B status.



**Figure 4.2: Cape Town International Convention Centre**

**Source: CTICC (2015:2)**

### **4.3 Research questions**

The questions below, as identified in chapter one, have been formulated so as to articulate the objectives of the study, aims to determine the economic contribution made by the Design Indaba's Buyers' Day Programme. The key questions are as follows:



- How much does the DI Expo generate from the buyers and specifically on which products/services?
- What economic contribution does the DI Buyers' Day Programme make to local businesses?
- How does Cape Town as a destination benefit from the buyers who attend the DI Expo?
- What improvements can be made to attract more buyers to DI Expo specifically, and to Cape Town more generally?

#### **4.4 Research design**

A research design assists the researcher in planning and executing the study so as best to achieve its aims (Burns & Grove, 1993:223). There are two main approaches to research, distinguished by the use of qualitative or quantitative methods.

Burns and Grove (1993:777) define quantitative research as “a formal, objective, systematic process to describe relationships, test relationships and examine the cause and effect interactions among variables”. According to Aliaga and Gunderson (2000), it is a way of “explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics)”. Qualitative research, on the other hand, is about “exploring phenomena in specific contexts, articulating participants' understandings and perceptions and generating tentative concepts and theories that directly pertain to particular environments” (Schulze, 2003:12).

The next section draws attention to the differences between qualitative and quantitative research methods via a Table (4.1) adapted from Johnson and Christensen (2008:34) and Lichtman (2006:7-8):

**Table 4.1: Comparison of quantitative and qualitative research approaches**

Criteria	Qualitative Research	Quantitative Research
<b>Purpose</b>	To understand and interpret social interactions.	To test hypotheses, look at cause and effect, and make predictions.
<b>Group Studied</b>	Smaller and not randomly selected.	Larger and randomly selected.
<b>Variables</b>	Study of the whole, not variables.	Specific variables studied
<b>Type of Data Collected</b>	Words, images, or objects.	Numbers and statistics.
<b>Form of Data Collected</b>	Qualitative data such as open-ended responses, interviews, participant observations, field notes, and reflections.	Quantitative data based on precise measurements using structured and validated data-collection instruments.
<b>Type of Data Analysis</b>	Identify patterns, features, themes.	Identify statistical relationships.
<b>Objectivity and Subjectivity</b>	Subjectivity is expected.	Objectivity is critical.
<b>Role of Researcher</b>	Researcher and their biases may be known to participants in the study, and participant characteristics may be known to the researcher.	Researcher and their biases are not known to participants in the study, and participant characteristics are deliberately hidden from the researcher (double blind studies).
<b>Results</b>	Particular or specialised findings that are less generalisable.	Generalisable findings that can be applied to other populations.
<b>Scientific Method</b>	Exploratory or bottom-up: the researcher generates a new hypothesis and theory from the data collected.	Confirmatory or top-down: the researcher tests the hypothesis and theory with the data.
<b>View of Human Behavior</b>	Dynamic, situational, social, and personal.	Regular and predictable.
<b>Most Common Research Objectives</b>	Explore, discover, and construct.	Describe, explain, and predict.
<b>Focus</b>	Wide-angle lens; examines the breadth and depth of phenomena.	Narrow-angle lens; tests a specific hypothesis.
<b>Nature of Observation</b>	Study behaviour in a natural environment.	Study behaviour under controlled conditions; isolate causal effects.
<b>Nature of Reality</b>	Multiple realities; subjective.	Single reality; objective.
<b>Final Report</b>	Narrative report with contextual description and direct quotations from research participants.	Statistical report with correlations, comparisons of means, and statistics.

Source: Adapted from Johnson and Christensen (2008:34); Lichtman (2006:7-8)

Lötter (1995:4) is of the opinion that mixed methods (the use of both quantitative and qualitative research) is a “complex continuum”; Zikmund, Babin, Carr and Griffin (2013:133) suggest that many good research projects utilise a combination of both qualitative and quantitative research methods, whilst Denscombe (2008:270) states that using a mixed methods approach provides the researcher with a clear picture of the research problem through multiple perspectives. This study therefore made use of both

qualitative and quantitative procedures, which means that the research design is both descriptive and analytical.

## **4.5 Research population and sample**

### **4.5.1 Research population**

According to Welman et al. (2005:52), a population is the object of study and may consist of individuals, groups, organisations, human products and events, or the conditions to which they are exposed; in other words, the set of subjects from which the sample of the study can be directly drawn. The population for this study consisted of buyers at the DI Buyers' Day Programme, exhibitors who showcase their work at the DI Expo, as well as Key Informants involved in the organisation of the DI Expo. Only two Key Informants (Interactive Africa and The Department of the Premier) were interviewed due to the fact that they were the key stakeholders in the conceptualising and organising of the DI Buyers' Programme.

### **4.5.2 Research sample**

A research sample is defined as a division of the main population carefully chosen to serve as eligible participants in a specified research project (Polit & Hungler, 1999:227). The sampling method applied for both the buyers and exhibitors was simple random sampling. This was a simple principle aimed at avoiding bias in the selection of the sample, ensuring as it did that each person in the population had as much chance as any other person of being included in the sample (Goddard & Mellville, 2001:36). In the case of this study, exhibitors on the Expo floor were approached requesting their participation; any person who declined was not surveyed, but anyone who was not occupied and who freely agreed to participate in the study was surveyed. All the buyers that attended the DI Expo were sent an email message requesting their participation in the study; once again, only those buyers interested in completing the survey responded to the electronic mail. Two additional email reminders were sent out to buyers monthly, (for three months after event) in order to get them to participate in the survey.

The KIs were done with Key Informants that indicated their availability and willingness to participate in the study. Once again, responses were only received from Key Informants who were able and ready to go ahead with the interviews.

#### **4.6 Validity and Reliability**

Questions of validity and reliability are asked of the various instruments used to collect data, such as questionnaires, interviews or focus groups (De Vos, Strydom, Fouché & Delpont, 2005:15). Validity is based on the relevance of research components (Drost, 2011:105), and it focuses on the extent and determination of whether the measuring instrument actually measures what the researcher intends to measure (Riley, Wood, Clark, Szivas & Wilkie, 2003:127). The University of North Texas Health Science Center (UNTHSC) (2015:1) insists that for a research instrument to be valid, it needs to possess reliability.

The University of North Texas Health Science Center (UNTHSC, 2015:1) postulates that reliability “determines how consistently a measurement of skill or knowledge yields similar results under varying conditions”, whilst Polit and Hungler (1999:445) refer to it as “the degree of consistency with which an instrument measures the attribute it is designed to measure”.

With the questionnaires that were constructed and conducted in this study, the following steps were taken to ensure reliability:

- A pilot study was conducted in order to test the research questions, the procedure for administering the surveys, and the appropriateness of the study.
- Errors and problems in the questionnaires were checked and corrected to ensure that the questionnaires were valid.
- Questionnaires were administered in a safe and physically appealing environment to allow the respondents to be comfortable.
- Appropriate training and practice was conducted with the selected fieldworkers in order to ensure that the fieldworkers administered the questionnaires properly.

## **4.7 Data collection**

In collecting data from the population described above, a simple random sampling method was employed. According to Study.com (2018:1), this sampling technique is a “is a common method used to collect data in many different fields” as it is “is the purest and the most straightforward probability **sampling** strategy” (Research Methodology, 2018:1). The data collection in this study involved various techniques that in combination were adjudged the best methodology for the material concerned (Cleary, 2003:5).

### **4.7.1 Research instruments**

#### **4.7.1.1 Surveys**

Fouche (2001:152) states that questionnaires are one of the most commonly used methods of collecting data; and generally, as in this case, secondary sources are consulted to formulate the questions. The exhibitors’ survey was conducted at the CTICC through face-to-face interaction after the Buyer’s Day (Thursday, 27<sup>th</sup> February 2014) by means of the stratified random sampling method. The questions were structured and asked in a concise manner that gave exhibitors enough time to answer accurately, efficiently and easily. Exhibitors who were hesitant in answering questions were given the survey to read and answer in their own time, to be collected by the fieldworkers once they were completed.

As contained in Appendix B (Exhibitors’ survey), the survey included the following sections:

- **Section one – Business profile:**

This section consisted of questions to identify the exhibitors’ company name along with their services or products, the number of years that the company had been in business, the number of employees it employed as well as which industry it was operating within.

- **Section two – Awareness and participation in event:**

This section was aimed at gathering data on how the exhibitors heard about the event, how many years they had been exhibiting at the event, what the purpose of their attendance was, and whether they were able to achieve this. Exhibitors were

also asked whether they were aware of the DI Buyers' Day Programme, whether they were able to engage with buyers; if they were not able to, they needed to specify the causes.

- **Section three – Satisfaction with the event:**

This section aimed at ascertaining the level of satisfaction that the exhibitors experienced at the event: the registration process on the Buyers' Day, the venue and signage at the event, the organisation of the Buyers' Programme, as well as the adequacy of event information on the day of the event. Exhibitors were asked if the Buyers' Day yielded a positive business impact for their brand/company (they needed to elaborate if this was the case). In addition to that, exhibitors were asked if there were any problems that they experienced at the Buyers' Day, whether they would exhibit at the DI again, and whether they had any improvements to suggest or recommendations to make about the programme.

The Buyers' survey was sent to the buyers after the event via email using a database system provided by IA. The buyers were sent monthly emails containing a survey link for three months after the event had ended (two emails a month as per IA's communication policy with buyers). One of these emails contained the survey link and included a reminder about the completion of the survey, while the other was the DI's general communique.

As contained in Appendix C: Buyers' Survey, the survey included the following sections:

- **Section one – Profile of buyers:**

This section included closed-ended questions which required buyers to provide information regarding their age, gender, nationality, province (if they were local), employment status, and highest level of education completed.

- **Section two – Awareness and involvement at event:**

This section was aimed at gathering data on how the buyers heard about the event, how many years they had been attending the event, what their purpose of attendance was, and whether they had been able to benefit from the Buyers' Programme as well as secure business opportunities. Buyers were also asked whether they were involved in any other DI-related activities, such as being a delegate at the DI conference.

- **Section three – Buyers’ spending patterns at event:**

Buyers were asked to detail their spending patterns by stating what their mode of transportation was to get to Cape Town, the type of accommodation they were staying in during DI, the mode of transport they utilised during event, and the length of their stay in Cape Town. Buyers also needed to state which DI activities they had attended besides the Buyers’ Day, what tourist-types things they had done within Cape Town, and how much they had spent on these activities. Furthermore, buyers needed to state whether they were travelling alone or with colleagues, and whether their business trip was self-funded or paid for by their employer.

- **Section four – Perceptions of and level of satisfaction with the event:**

This section aimed to ascertain the level of satisfaction that the buyers felt about the event regarding the organisation of the Buyers’ Programme and the packages it offered to buyers. Buyers were asked to comment on a series of statements using a Likert scale to show their level of agreement. In addition, buyers were asked if there were any problems that they had experienced on the Buyers’ Day, and whether they would enroll in the DI Buyers’ Programme in the future or possibly recommend it to colleagues, friends and family. Lastly buyers could provide suggestions for improvements or changes to the programme.

The KIIs were conducted in a structured manner as they were face-to-face, set appointments with relevant candidates from the event organisers – Interactive Africa and the Department of the Premier, Western Cape Provincial Government (WCPG), who are both involved in the tourism outcomes of publicising the DI Expo and Buyers’ Programme. The Key Informants were asked a series of questions which included the following (see Appendix D: Key Informant Interviews):

- **Section one – Business Profile:**

This section consisted of questions aimed at identifying the stakeholders’ company name or departmental division, the number of employees involved in the DI, the number of years that the stakeholder had been involved in the DI and what their role was as a stakeholder in the DI.

- **Section two – Buyers’ Programme structure:**

This section was aimed at ascertaining whether the stakeholders were aware of the Buyers’ Programme, of how it was marketed and what benefits it entailed for buyers. This section also investigated the contribution that stakeholders could make to ensure that the exhibitors and buyers benefitted from the programme economically and in terms of business opportunities. Stakeholders were to make mention of any projects or partnerships that they were involved in, that made an economic contribution.

- **Section three – Satisfaction with event:**

This section sought to establish the level of satisfaction that the stakeholders felt about the event regarding the marketing of and publicity for the event, its venue and location, the organisation of the Buyers’ Programme as well as the packages offered to buyers. Stakeholders were asked to comment on a series of statements utilising a Likert scale to show their level of agreement. In addition to that, stakeholders were asked if there were any problems that they perceived with the Buyers’ Day, whether they would be involved in the DI again, and had any recommendations about the programme.

#### **4.7.1.2 Observation**

Observation of the study’s subjects (buyers and exhibitors) was accomplished by means of a visit to the CTICC where the DI Expo was held. This observation made it easy for the researcher to connect with the event process, organisation strategies, and experience of the Buyers’ Day as well as visualise the exhibitors and buyers’ participation in the event.

#### **4.8 Ethical considerations**

Ethics in research involves the protection of individuals voluntarily taking part in the research and includes the expectation of confidentiality in the publication of the research information (Mantzoru & Fouka, 2011:9). The National Institute of Environment Health Sciences (NIEHS) (2015:2) states that ethics in research exists for the purpose of promoting the aims of the research and upholding the values that are essential in the process of collaborative work accomplished by the research: to ensure that accountability



is upheld by the researcher, that public support is built for the research, and that the integrity and quality of the research have been maintained through moral and social values.

The researcher has ensured that in performing this study, the rights of the respondents pertaining to the information provided by them have been safeguarded. In the section below, ethical considerations are discussed. The following measures with ethical implications have been taken:

- Permission to conduct the study was granted by Interactive Africa, the owners and organisers of Design Indaba (Appendix A: Letter of Approval from Interactive Africa).
- Ethical clearance was received from CPUT for the researcher to conduct the study towards qualifying for the academic qualification for which s/he was enrolled (Appendix B: Ethical Clearance Certificate).
- The exhibitor surveys were conducted in the safe environment of CTICC during DI Expo.
- The exhibitor surveys were conducted on a one-on-one, face-to-face basis.
- None of the research participants' personal information was revealed to the organisers.
- The responses of the research participants are regarded as confidential and have only been used for the statistical data presented in this study, and feedback to DI organisers.
- The participation of both the exhibitors and the buyers was voluntary.
- An ethical considerations letter (attached to all the surveys) was included with the emails sent to buyers (Appendix C).

## **4.9 Data Analysis**

Data analysis is defined as “the process of evaluating data using analytical and logical reasoning to examine each component of the data provided” (Business Dictionary, 2015b:1). According to Welman et al. (2005:212), data analysis is the process of inspecting, cleaning, transforming and modelling data, with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. As discussed above, this study has employed both qualitative and quantitative methods of data collection. For the quantitative data, the use of SPSS version 22.0 generated the necessary statistics in the form of tables, pie charts, bar graphs and figures. For the qualitative data, a constant comparative method was used in order to expand upon additional findings and common perceptions formulated from the qualitative data. This was done by comparing the responses provided by both the buyers and the exhibitors based on their responses on the same questions. Once the data had been analysed, these findings were presented and recommendations were made.

## **4.10 Limitations of the study**

Recognising the limitations of a research study is a way of describing the “weaknesses” in the research conducted (Pellissier, 2007:67). The following limitations were encountered during the course of conducting the field work:

- Set-up at the venue was late, which meant that the fieldworkers were unable to access the expo floor early enough to position themselves for the fieldwork.
- Time frame: one day proved too short for conducting the survey due to the fact that the setup at the venue was late.
- The length of the perception questions meant they were time consuming, which often made the respondents less interested in responding.
- The exhibitors (due to the late set up) were too agitated and preoccupied to answer the survey, and often requested that the field workers come back an hour or two later to do the survey.

- Some of the exhibitors were unprepared in terms of business skills and training which meant that having them complete the survey was a challenge.
- Exhibitors were too busy to answer the survey at the event, which resulted in some surveys having to be completed during the main expo days (Friday – Sunday).
- Disappointment in terms of various aspects on the Buyers' Day led to a lack of interest in completing the post-event survey sent to buyers via electronic mail.
- Buyers are only emailed twice a month regarding DI information; therefore, the electronic surveys could only be sent to buyers once a month as a reminder and only up until three months after the event.

As challenging as it was to collect the necessary data on the DI Buyers' Day; the following measures were taken into consideration to mitigate the above mentioned limitations and to ensure the completion of the fieldwork:

- Fieldworkers noted that completing the survey after lunch time was much easier as there were fewer buyers on the expo floor and exhibitors were able to make time to complete the survey.
- Fieldworkers found easier ways of explaining the lengthier and more challenging sections in order to assist the exhibitors when they were unsure of how to respond.
- Fieldworkers completed the surveys with the exhibitors by means of asking the questions in a conversational manner and filling in the form themselves as they completed each section of the questionnaire.
- The late set up at the venue was beyond the control of the researcher; however, the event organisers should take steps in future to avoid this. It is this that resulted in the shortened time-frame for completing the exhibitor surveys on the day of the event, and in the receipt of a low rate of response from disappointed buyers after the event.
- The rest of the field work was done during the remaining Expo days in order to obtain as many exhibitor responses as possible.

- The number of buyers' responses was also an uncontrollable aspect of the research, as buyers could only be contacted via a limited number of electronic mails a month, and only via the event organisers (both before and after the event). Unfortunately, circumstances on the day of the DI Buyers' Day appear to have caused the lack of interest in responding to the survey.

#### **4.11 Summary**

This chapter discussed the research methodology implemented in the study, which includes both qualitative and quantitative methods. It also described the study area (the CTICC), the population for the study (buyers and exhibitors), the research sample and the data collection methods (14 buyers' surveys completed based on random sampling, and 181 exhibitor surveys completed according to stratified random sampling), and data analysis in the study (SPSS version 22.0 and constant comparative method), and KI interviews.

The researcher indicated the ethical considerations exercised for the full study, and also pointed out certain limitations pertaining to the study. The following chapter presents the research findings in some depth.

## **CHAPTER FIVE: EMPIRICAL RESULTS**

### **5.1 Introduction**

This chapter presents the data gathered from the buyers and exhibitors who participated in the Design Indaba Expo. It discusses the results of the surveys completed as well as the responses received from the KIIs. The chapter concludes with a summary of the results and findings. Observations are not discussed as they were meant to assist the process.

### **5.2. Results of the exhibitors' survey**

#### **5.2.1 Business Profile**

##### **5.2.1.1 Businesses that exhibited at the DI Expo**

At the DI Expo 181 businesses (out of 213 exhibitors) participated in the study. Among the 32 exhibitors who did not participate in the study, 13 of the stands were display exhibitions, five stands had no stand manager, seven stands were too busy to complete the survey and seven declined as they were not interested in completing in the survey. The businesses that took part in the DI Expo were primarily businesses from Cape Town and elsewhere in the Western Cape.

##### **5.2.1.2 Products that they were exhibited at DI Expo**

Table 5.1 shows the various products exhibited at the DI Expo, drawn from various fields in the design industry. These products were being sold at the expo and were also displayed or demonstrated for buyers, so that they could gain information about and access (by means of perusal and/or purchase) to their product(s) of interest.

**Table 5.1: Types of products exhibited at the DI Expo (in %, *n*=181)**

**Multiple responses**

Types of products	Percentage of respondents
Interior design and furniture	26.5
Accessories and Jewellery	21.5
Artwork and Design	19.9
Clothing and Fabrics	16
Ceramics and Textiles	14.4
Handmade garments and goods	12.2
Stationery	11.6
Print	10.5
Education and Development	10
Kitchenware	7.1
Technology and Innovation	5.5
Agriculture	3.8
Lighting	3.3
Other	10

In the Table 5.1, exhibitors indicated the types of products that they produce or services that they offer. The results show that the three main product types that exhibitors produce/sell are:

- Interior design and furniture (26.5%); these products range from wall coverings, pillows, throws, lamps, to freestanding furniture for inside the house as well as patio furniture.
- Accessories and jewellery (21.5%); these products range from earrings, neckpieces, beaded accessories, headbands, to anklets, rings and bracelets, all created in different types of materials.
- Artwork and design (19.9%): these products range from graphic design, bespoke design, sculptures, character designs, to functional art, mould products, illustrations, surface design and wire animal art.
- The “other” category (10%) consists of miscellaneous products such as banking web design, Design Times Newspaper, Grolsch Beer who also exhibited at the

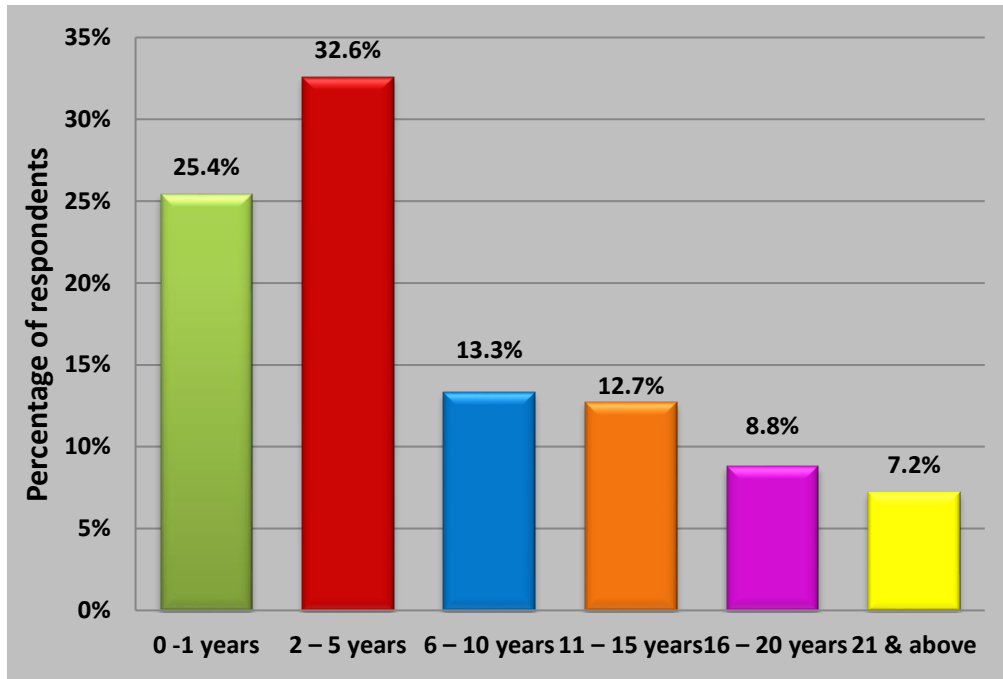
event, pies, toys, legal services, custom made bicycle frames, legal services, eye pillows and hand dye products.

The Table above indicates the wide variety of products/services offered by the exhibitors, as well as how multifaceted the disciplines of design are. It emphasises that the DI Expo aims to showcase every aspect of the design industry.

### **5.2.1.3 Number of years in business**

The results in Figure 5.1 show that the majority of the exhibitors' businesses (58%) had been operating as start-up businesses (number of years in business: 0–5 years); this underscores the fact that DI attracts quite a number of emerging creatives who utilise the platform to market themselves, for networking purposes, making sales as well as business opportunities linked to the results provided in Table 5.5. This is followed by 26% of the exhibitors having been in business for 6–15 years, and 16% of the exhibitors having been in business for 16 years or more.

The average number of years that the businesses had been operating was found to be four years. The findings were consistent with those of Engage PR (2016:1), who suggest that smaller companies and start-up companies view exhibitions as an excellent tool for introducing a new brand to the market as well as for driving visibility within a public space.

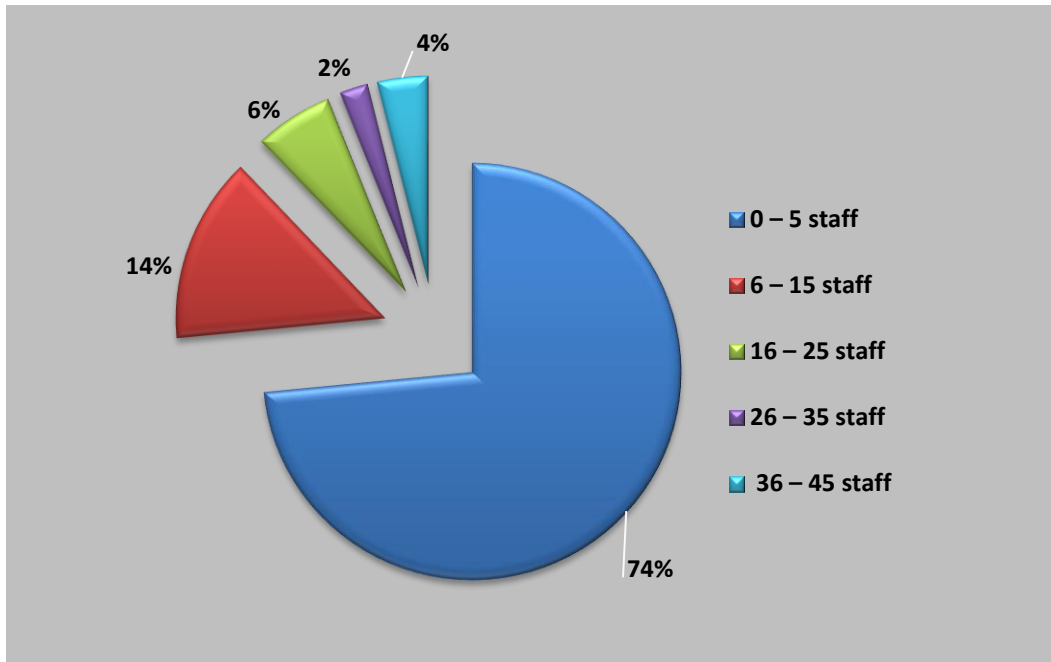


**Figure 5.1: Number of years in business (in %,  $n = 181$ )**

#### **5.2.1.4. Number of employees in company**

Zarate (2006:145) states that companies often go through a challenge in retaining sufficient, loyal and committed employees in order to survive. In Figure 5.2, it can be seen that a majority of the exhibitors (74%) run their own businesses or had less than five employees. Small businesses are often run by owners or a few operators in order to be able properly to manage control and supervision of the daily operations of the business (Bennett, Jooste, & Strydom, 2005:167). With many of the businesses reporting that they were starts-ups (Figure 5.1), the results represented below are in line with the exhibitors being mostly sole proprietors or small businesses. The results also show that 20% of the exhibitors had six to twenty-five staff, and 6% had twenty-six to forty-five staff. This indicates that with the growth of a company, the bigger the company, the more staff is required to run the company (Hess, 2011:40).





**Figure 5.2: Number of employees in company (in %,  $n = 181$ )**

**Table 5.2: Cross tabulation of number of employees and number of years in business (in %,  $n=181$ )**

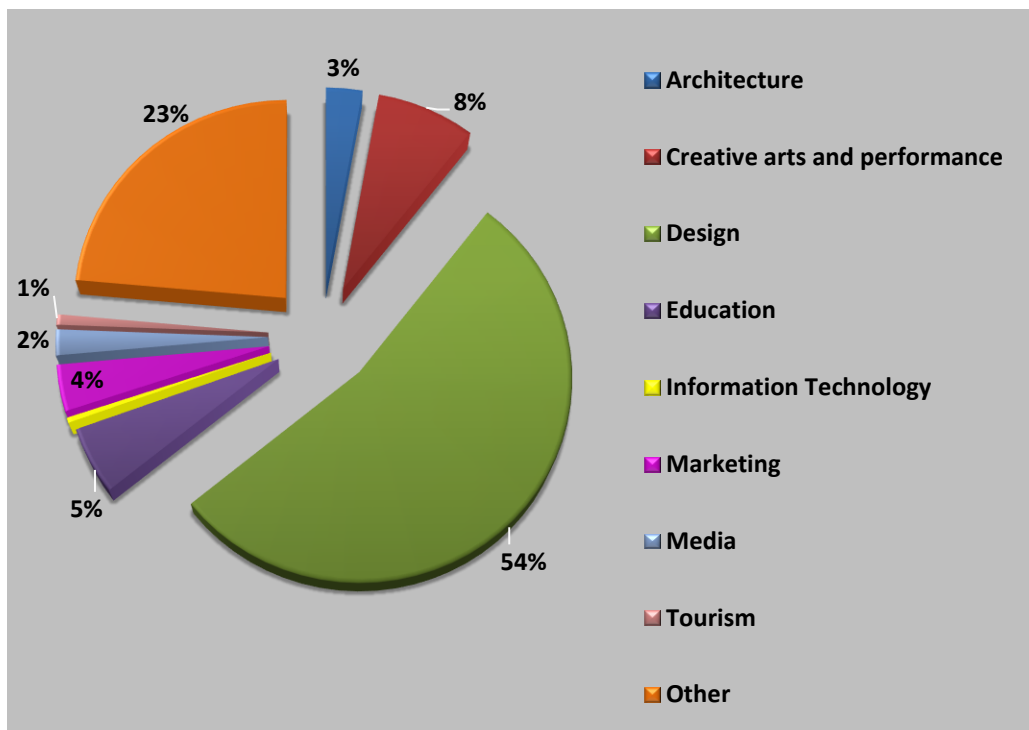
		Number of years in business						Total
		0 – 1	2 – 5	6 – 10	11 – 15	16 – 20	21 and above	
Number of employees in company	0 – 5 Staff	23	26	6.6	3.9	3.9	3.3	66.7
	6 – 15 Staff	2.4	5.5	2.8	2.4	1	2.4	16.5
	16 – 25 Staff	0	1.2	2	1.2	1	1.2	6.6
	26 – 35 Staff	0	0	0	1.2	1	1	3.2
	36 – 45 Staff	0	0	1	1.2	2.4	2.4	7

A cross-tabulation of the number of employees against the number of years that the companies have been in business was conducted in order to identify the number of employees in the various business stages of the exhibitors participating in the DI Expo ( $n=181$ ), since majority of the exhibitors are start-up companies and emerging creatives. The results in Table 5.2 show that the majority (66.7%) of the companies had 0–5 staff,

followed by 6–15 staff (16.5%), 36–45 staff (7%), 16–25 staff (6.6%) and 26–35 staff (3.2%), respectively.

As indicated in Table 5.2, the majority of the respondents who had fewer than five (5) staff were those who had been operating their businesses for 2–5 years (26%), 0–1 year (23%) and 6–10 years (6.6%), respectively. This indicates that majority of the companies are start-up companies operating within a small or very small team of employees.

### 5.2.1.5 Industry classification of exhibitors



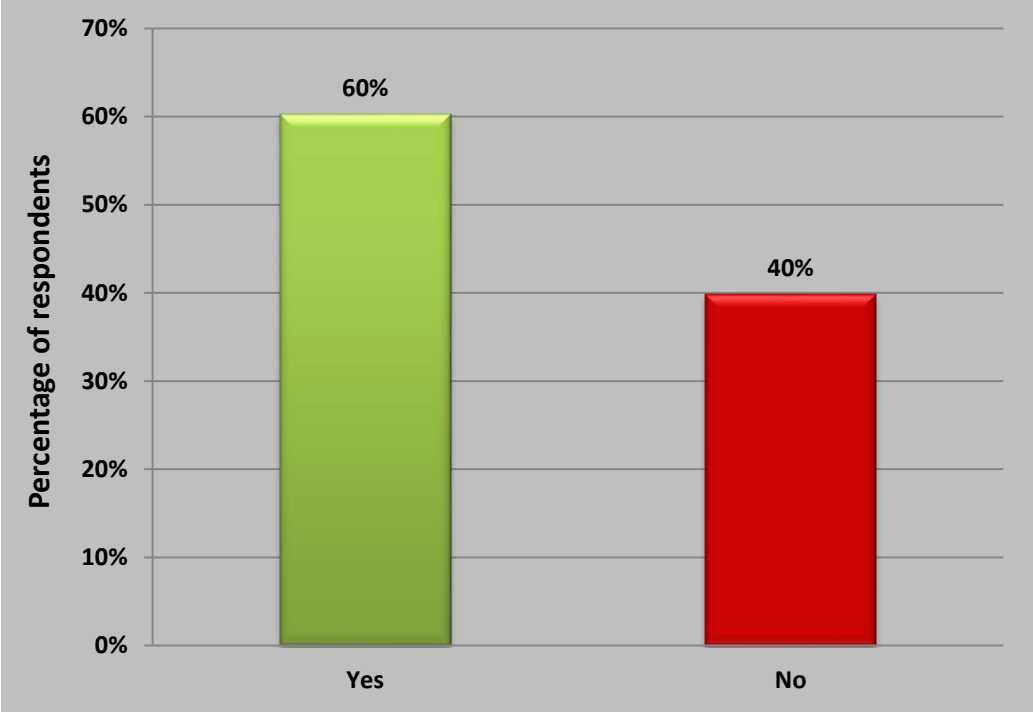
**Figure 5.3: Industry classification of exhibitors (in %,  $n = 181$ )**

A large number of the exhibitors at the DI Expo classified their business industry as Design (54%), which was only to be expected seeing that it is a design-focused event that exhibits mostly fashion, jewellery, art, crafts and textiles. This was followed by 23% of the exhibitors classifying their business industry as 'other', which included the following: footwear, fashion, health and wellness, banking, motor, government, sports, liquor, agriculture, communication, legal services, retail, non-profit project, manufacturing, and

mining. This means that the DI Expo attracts businesses that are mostly in the 'creative' industry, featuring the creation of products and brands by young entrepreneurs, students or start-up companies trying to enter the market.

**5.2.2 Awareness of and participation in events**

**5.2.2.1 Previously exhibited at the DI Expo**



**Figure 5.4: Previously exhibited at the DI Expo (in %, *n* = 181)**

Exhibitors were asked if they had previously exhibited at the DI Expo: 60% of the exhibitors said yes, while 40% said no. In Table 5.3, the 60% of exhibitors that had previously attended the DI Expo, indicated their years of attendance (these were multiple option responses).

**Table 5.3: Years previously exhibited at the DI Expo (in %,  $n = 109$ )**  
**Multiples responses**

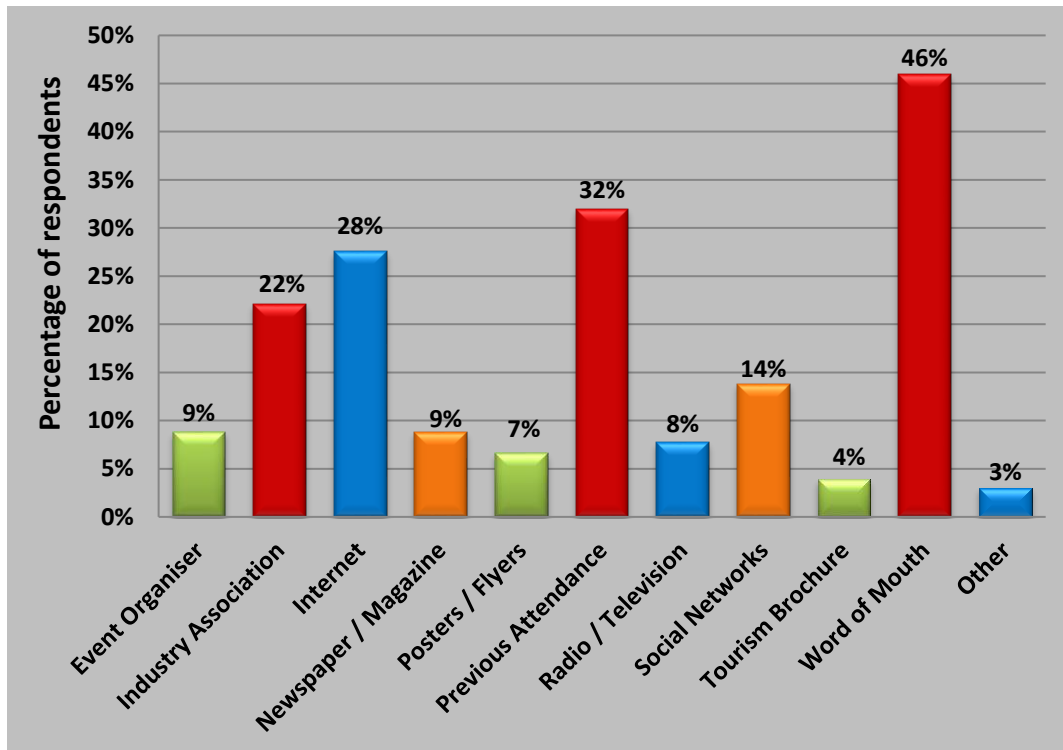
Year previously exhibited	Percentage of respondents
2004	8.3
2005	11
2006	12.8
2007	17.4
2008	22.9
2009	28.4
2010	38.5
2011	51.4
2012	56.9
2013	69.7

In Table 5.3, exhibitors indicate the years in which they had previously exhibited. The results show that the majority of the exhibitors (69.7%) participated in the previous expo (2013), and that more than half (56.9%) did so in the year 2012. These figures represent a rapid growth over the years as the exhibitors' participation has been increasing annually (increasing by a minimum of 1.8% from 2005 to 2006, and a maximum of 12.9% from 2010 to 2011). The results also show that there is a possibility that some exhibitors may have been participating at the DI Expo for more than one year as they were permitted to provide multiple responses. Therefore, based on the results, the average number of years that the exhibitors have participated in the DI Expo is six years.

### **5.2.2.2 Advertising of DI Expo**

Advertising is the best way to communicate with customers and it is an important tool in today's competitive business world (Management Study Guide, 2015:1). According to Kelley and Jugenheimer (2008:3), advertising costs a substantial amount of money and often needs to be budgeted on its own to ensure that sufficient time and effort are put in

place to send the right message to the targeted audience. Exhibitors were asked to respond to a multiple choice question about how they had heard about the DI Expo; Figure 5.5 represents multiple choice responses from all the advertising options provided.



**Figure 5.5: Advertising of DI Expo (in %,  $n = 181$ )**

A majority of the exhibitors (46%) stated that they heard about the DI Expo through ‘word of mouth’ (WOM), from people sharing their knowledge of the event; followed by 32% attributing their presence to previous attendance/participation at DI Expo, 28% who credited exposure on the internet, and 22% who heard about the DI Expo through industry associations. Various other media (3%) completed the ‘other’ classification and indicated that respondents had heard about the DI Expo by having applied for the ‘Africa is Now’ competition, via the Cape Craft & Design Institute, having attended the DI Expo when in high school, through strategic partnership with Interactive Africa, and from the DI sponsors who are also marketing the event.

The results show that DI largely relies on communication among people; specifically WOM (possibly mostly face-to-face interaction) and with the use of the internet-based platforms which are a form of communication for people across the world.

### 5.2.2.3 Purpose of participation

**Table 5.4: Purpose of participation at the DI Expo (in %,  $n = 181$ )**

***Multiple responses***

Purpose for participation	Percentage of respondents
Marketing	82.9
Sales	74.6
Business Opportunities	72.4
Networking	72.4
Sharing information	48.6
Other	9

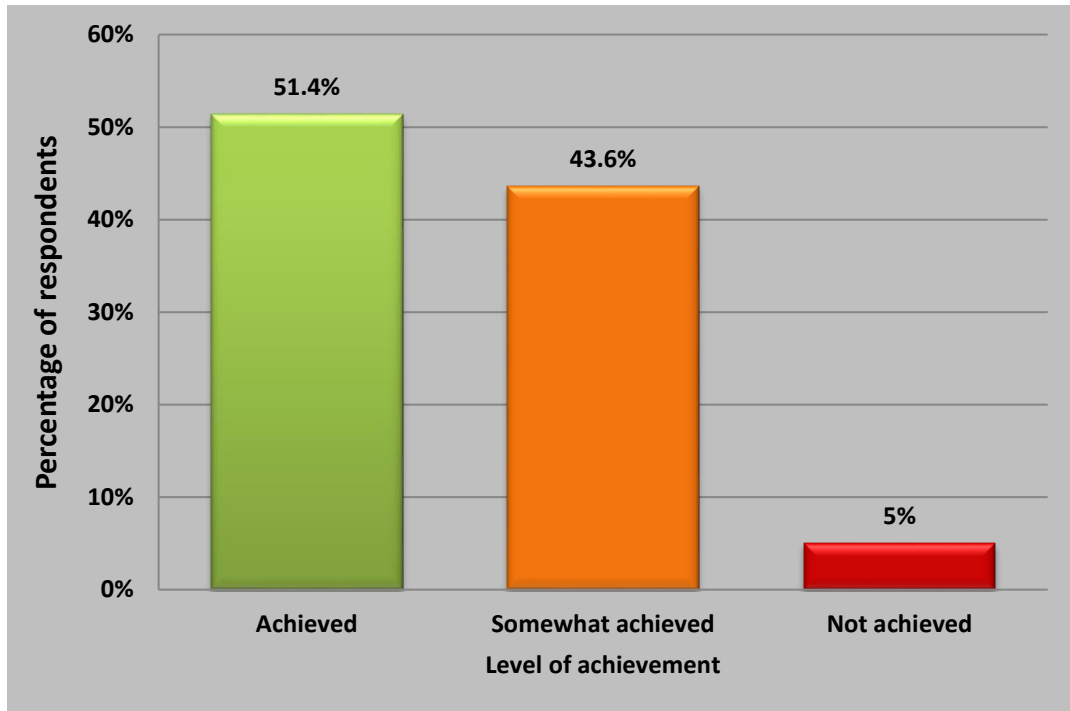
Exhibitors responded to a multiple choice question regarding their purpose of participation at the DI Expo. As seen in Table 5.4, the most popular reason was marketing at 82.9%, followed by sales (74.6%), business opportunities (72.4%) and networking (72.4%). This indicates that businesses are utilising this platform as a means of engaging with potential buyers by getting their name out there whilst simultaneously leveraging business. This however does not mean that they are not interested in making any money at the actual event, as 74.6% also indicated that the purpose of participation is to make sales. Furthermore, only 48.6% of the exhibitors were interested in sharing information, which supports Figure 5.4, where it was seen that 60% of the exhibitors had previously exhibited at the DI Expo, meaning that they were there not to gain information but to sell their products.

Lastly, a few of the exhibitors (9%) selected the 'other' category and cited various other reasons for participation, including:

- Gain any other possible opportunities that the platform may provide
- Be a part of the creative environment
- Rebuild and grow a brand
- Simply enjoy the atmosphere
- Conduct market research and product testing
- Obtain a distributor for their business
- Service existing customers attending the Expo
- Showcase prototypes in order for public to be able to invest in the designs
- Compete with other emerging designers and be exposed to their products
- Utilise export opportunities as a launch pad for a flourishing artistic career.

#### **5.2.2.3.1 Achievement of your purpose**

In Figure 5.6, about half of the exhibitors (51.4%) indicated that they had achieved their purpose in participating in the DI Expo, while 43.6% indicated that they somewhat achieved the purpose of their participation. Very few (5%) reported not having achieved the purpose of their participation. From the results it is evident that the majority of the exhibitors were able to utilise the DI Expo according to their specified needs and expectations. Those who were unable to achieve their purposes and meet their expectations of the event (5% of the exhibitors) indicated that they were first time exhibitors who did not know how to prepare for the events, that they had experienced technical challenges (no lights, no plugs), and were therefore unable to display their stands in the planned manner and/or did not attract a matched buyer.

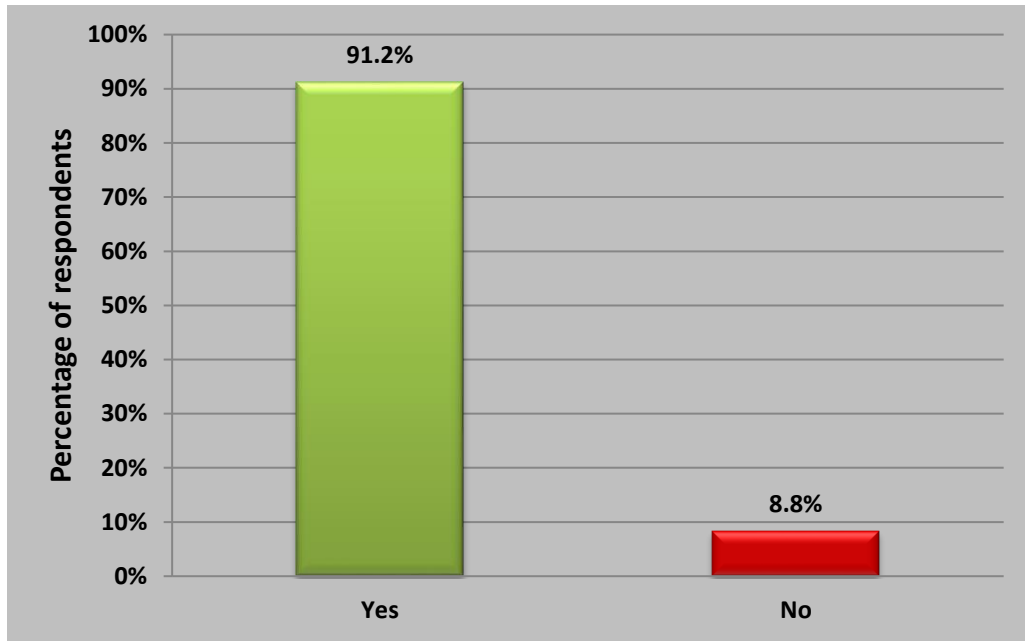


**Figure 5.6: Achievement of purpose (in %,  $n = 181$ )**

#### **5.2.2.4 Awareness of the DI Buyers' Day Programme**

Awareness is the state or condition of being aware or having knowledge about a particular subject or aspect (Dictionary.com, 2015a:1). When asked if they were aware of the DI Buyers' Day Programme, the overwhelming majority of exhibitors (91.2%) responded yes and 8.8% responded no. This result underscores that the DI Buyers' Day Programme is a sought-after programme for the exhibitors as it offers them the best chance to connect with aligned buyers.





**Figure 5.7: Awareness of the DI Buyers' Day Programme (in %,  $n = 181$ )**

#### 5.2.2.5 Engagement with buyers

Table 5.5, below, represents the opportunity gained by exhibitors to engage with buyers on the DI Buyers' Day. The responses provided by exhibitors were multiple choices from among the possibilities provided.

**Table 5.5: Engagement with buyers at the DI Expo (in %,  $n = 181$ )**

***Multiple responses***

Engagement with Buyers	Percentage of respondents
Networking	70.2
Sales of products	61.9
Sharing information / ideas	51.4
Providing a service	19.3
Socialising at other DI Events	13.8
Other	5.5

From Table 5.5 it can be seen that the majority of exhibitors combined (81.2%) were able to sell products and provide a service to buyers, which is in line with the purpose of their participation. The results also indicate that 70.2% of the exhibitors were able to network with buyers, and about half of the exhibitors (51.4%) were able to share information or ideas with buyers. These results corroborate the results provided in Figure 5.6 regarding the achievement of exhibitors' purpose in participating. In addition to the above-mentioned results, 5.5% of the exhibitors provided 'other' responses, which detailed that buyers made them aware of competition that they were up against at the DI Expo; this resulted in exhibitors engaging with more of the 'new buyers' and strengthening relationships with existing buyers.

Exhibitors were also asked if they were for some reason(s) unable to engage with buyers. Only 4.4% of them answered this question, indicating the following:

- Due to Small Enterprise Development Agency (SEDA) participation an exhibitor arrived late at the Expo, which resulted in delayed set-up and marketing arrangements, that might have attracted more buyers,
- The Buyers' Day was a quiet day featuring only a few buyers,
- Exhibitors were not exposed to new buyers for their brands,
- Set-up delays affected the booths as some exhibitors had to spend all day salvaging the situation of not having plug points, any screen(s) and/or electricity,
- The lack of lighting in some stand(s) created the illusion that the stand(s) was closed, therefore buyers did not engage with exhibitor(s),
- An exhibitor's work was not displayed timeously by the organisers, which delayed set up of the stand.

## **5.2.3 Satisfaction with the event**

### **5.2.3.1 Degree of satisfaction with the DI Expo**

The following table (5.6) identifies the satisfaction levels among exhibitors with aspects of the DI Expo, in order to assist Interactive Africa with future planning and executing of the Expo.

**Table 5.6: Satisfaction with the event (in %, *n* = 181)**

Event aspect	Poor	Satisfactory	Good	Excellent
Event theme, décor, layout	2.2	13.3	49.7	34.8
Venue	3.3	8.3	35.4	53
Organisation – exhibitors’ registration and event incorporation	13.3	15.5	39.2	31.5
Opportunity for buyer and exhibitor interaction	4.4	16	40.3	38.7
Event information, signage and exhibitor visibility	5	12.2	53.6	29.3

In Table 5.6, there is a clear indication that exhibitors felt that the event décor, theme and layout were ‘good’ (49.7%) or ‘excellent’ (34.8%) in terms of presentation; furthermore, 13.3% of the exhibitors allowed that it was only ‘satisfactory’. The DI Expo theme was centred on design and the event layout which was an exhibition style was suitable for the type of event that the exhibitors participated in.

The majority of the exhibitors stated that the venue (CTICC) was ‘excellent’ (53%) or good (35.4%) for the hosting of the DI Expo, whilst 8.3% thought it was ‘satisfactory’ and 3.3% ‘poor’. This was a positive response, given that the CTICC is not purpose-designed and hosts various business events in ways that are suitable to the nature of the event.

A positive highlight was that exhibitors felt that 70.7% of the organisation, in terms of exhibitors’ registration and event incorporation, was ‘good’ and ‘excellent’. But, on the other hand, as many as 15.5% specified that it was only ‘satisfactory’, while 13.3% indicated that it was ‘poor’. This is a particularly high figure compared to the other ‘poor’ verdicts provided by the exhibitors, perhaps linked to the fact that some exhibitors appear to have experienced problems during the process of registration and set-up on the Buyers’ Day, as opposed to the registration process prior to the event day.

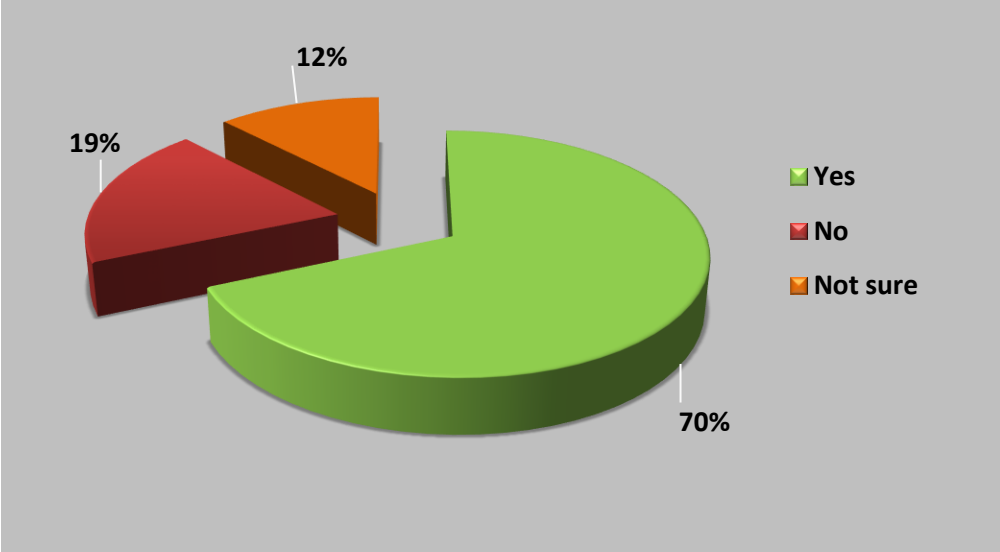
The majority of the exhibitors (79%) responded ‘good/excellent’ in respect of the opportunity for buyer and exhibitor interaction, 16% ‘satisfactory’ and 4.4% ‘poor’; which

is in line with the responses provided in Section 5.2.2.5, above. Buyers and exhibitors felt that they were given the chance to engage with each other, which is the fundamental purpose of the Buyers' Day Programme that is hosted before the DI Expo is open to the public.

The majority of the exhibitors (82.9%) felt that the event information, signage and exhibitor visibility was 'good/excellent', 12.2% 'satisfactory' and 5% 'poor'. Again, the 'poor' responses may be a result of the problems faced by certain exhibitors on the DI Buyers' Day (Section 5.2.3.3).

**5.2.3.2 Positive business impact**

Figure 5.8 depicts the results of whether the DI Buyers' Day Programme made a positive business impact on the exhibitors. A majority of exhibitors (69%) indicated yes, while 19% indicated the opposite and 12% were unsure.



**Figure 5.8: Positive business impact (in %, n = 181)**

Among the 69% who reported a positive business impact, the exhibitors claimed to have received:

- Brand exposure

- Business opportunities with new buyer relationships created at the Buyers' Day, especially with buyers from other countries, resulting in international trade connections
- Opportunities to network and interact with buyers, new customers, new clients and industry members
- Opportunities to make sales and increase profits, as buyers were interested in new products and selling these products, creating more exposure for the exhibitors
- Good constructive criticism, business advice, compliments, feedback about products as well as feedback from buyers about the industry/market
- One of the exhibitors stated that he/she had been exposed to three times more buyers than at the previous year's Buyers' Day
- One of the exhibitors gained an opportunity to interview buyers for BizTalk Show, which is a radio show that has an audience of leaders within medium size companies; their primary focus is to broadcast interviews that tell a 'story' about new businesses and current projects (BizTalk Radio Show, 2016:1)
- Orders from buyers (stocking in new stores); manufacturing, wholesale and export connections made
- Exposure to other designers in competition with their brand/label
- Considerable interest in the Mini Cooper, e.g. their paint job
- One of the exhibitors received good feedback on the new app they launched at Design Indaba
- ABSA Bank was able to gain increased awareness of their projects, for example the ABSA Bank Initiative which was an imaginary country (Democratic Republic of Design) where participants (buyers and delegates) could go to interact and engage in participation by downloading the mobile application (App) created by ABSA Bank. The purpose of acquiring interaction from participants was to showcase how the world of design operates and to infuse an understanding of its constant evolution (Design Indaba, 2016c:1). Participants navigating on the app needed to ensure that they earned the highest design dollars (a point system for ranking) at the end of the conference day in order to win the prize of being crowned

the President of the 'Democratic Republic of Design' and a VIP experience in the evening (Design Indaba, 2016c:2)

- One of the exhibitors met with clients that she could not get hold of previously and gained new interest
- One of the exhibitors gained more business from other events.

Overall, the business impacts of the DI were positive, with many exhibitors gaining major exposure for their products, services and projects. Good feedback was filtered from existing and potential clients, whilst advice and constructive criticism from competitors was an added bonus to assist exhibitors in their future plans for their products, services and projects. Most importantly, exhibitors were able to form relationships with buyers, stakeholders, service providers and other exhibitors, which should lead to increased business opportunities for all parties.

### 5.2.3.3 Problems at DI Expo

The results featured in Figure 5.9 reveal that just over half (56.4%) of the exhibitors experienced problems at the expo, while 43.6% did not experience any problems.

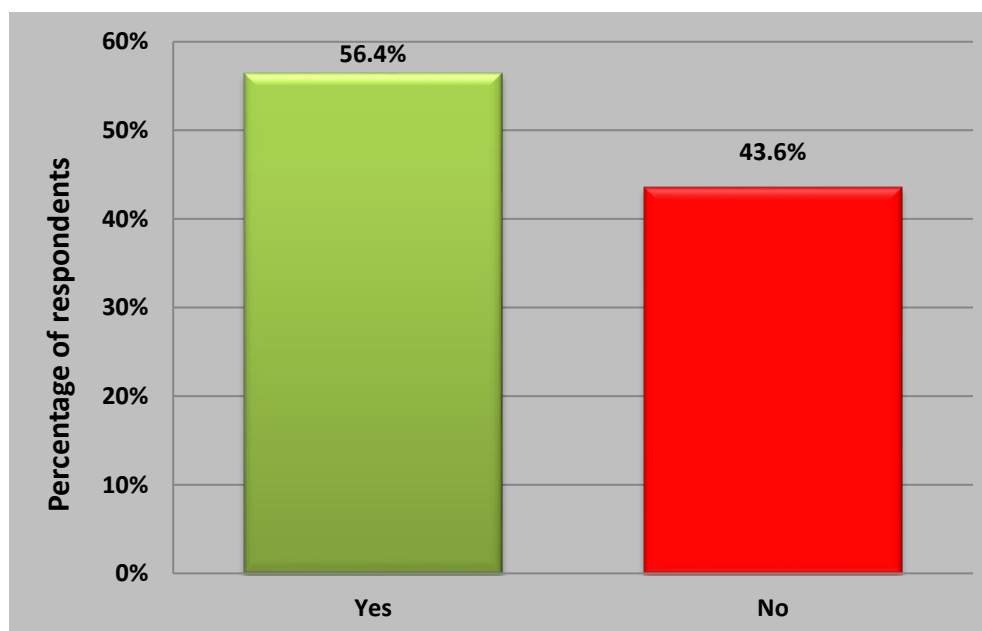


Figure 5.9: Problems at DI Expo (in %,  $n = 181$ )

With more than half of the exhibitors having indicated that they experienced problems, the follow-up question was important in order to obtain some specificity in this regard. Exhibitors stated that the following problems had occurred:

- **Build-up to the event:**

The build-up to the event was managed poorly as the whole process was disorganised and delayed. One of the exhibitors stated that the late set-up of a neighbouring stand made their products dusty; whilst many other exhibitors stated that they had no storage space for their products whilst they waited for their shell structures to be assembled by the service providers. One of the exhibitors mentioned that this was the first time they had experienced this, the build-up process having run smoothly in previous years.

- **Electrical difficulties:**

No electricity was available in the stalls until the afternoon of the Buyers' Day and some stalls had no electrical connection until Friday morning (second day of the Expo). This also resulted in some of the exhibitors being unable to use their card machines for transactions. Exhibitors complained that plugs points were not installed on time in their stalls and/or the wiring was carelessly assembled, with equipment left lying around in visible areas. They experienced power outages in their stalls throughout the day. Others emphasised that the lighting was poor and too dim for their stall, and noted technical problems with sound caused by the electrical difficulties. One of the exhibitors stated that a LED light worked loose and almost hit a customer.

- **Parking:**

The exhibitors stated that there was not sufficient parking available on the build-up day (the majority of the parking bays being occupied by buyers and delegates attending the DI Conference), which resulted in the exhibitors having to pay for their own parking. The exhibitors also felt that the parking rates were expensive and that they should have been allowed more time to offload their products as they only received 30 minutes free in the loading zone.

- **Information inefficiency:**

Exhibitors felt that they were unable to get hold of the event organisers directly to obtain accurate information. They claimed that their communications were ignored by the floor staff after numerous attempts at acquiring assistance with problems encountered. One of the exhibitors mentioned that they had their stock stolen due to the event organisers allowing school children onto the Expo floor early on Friday morning. Many of them were not informed on time about the doors opening and consequently were not at the stands during this period. No updated Buyers' Guide was provided to the buyers before they entered the Expo floor, so they were not aware that some exhibitors had been moved, replaced by other exhibitors or were no longer exhibiting at the Expo. Moreover, some exhibitors felt that this led to some buyers not approaching their stands

- **Shell structure:**

Some of the exhibitors stated that the glass product showcases were a security risk as they could not be locked; some of them were dirty and did not have shelves as had been specified. Some of the shell structures were reported to be weak, some did not fit the original stand designs, while others were incomplete or only delivered at lunch time, which meant that the Expo floor was not fully constructed by the time the buyers arrived. Other exhibitors stated that they were only able to exhibit for two hours on the actual Buyers' Day once the case arrived; this unfortunately resulted in a loss of clientele.

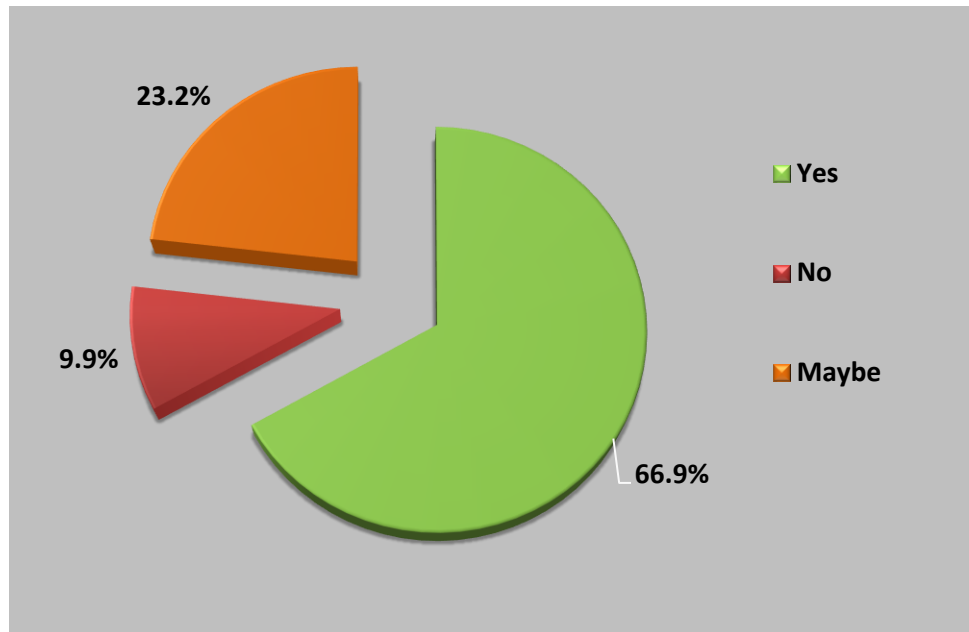
- **Venue services, layout and management issues:**

In terms of the venue's layout, one of the exhibitors felt that the huge crate wall on the expo floor was blocking visibility for their company's stand; no fitting rooms were provided for stand-alone designers with garments, and the air conditioner in the expo area was not working effectively which was unpleasant as the venue was quite hot. In terms of venue management, exhibitors stated that there were not enough rubbish bins provided on the expo floor for all the exhibitors to make use of. As a result, there were excess boxes on the side of the venue that were left unattended once the stands were unpacked. In terms of venue services, there were reports of the security personnel not being available at all times to protect exhibitors' products; one of the exhibitors' products was broken by a cleaning lady.



- Some of the exhibitors felt that the registration fee for the Expo was expensive.
- One of the exhibitors stated that he/she was unable to purchase Li Edilkoort tickets because there was no exclusive option for exhibitors/buyers.
- Some of the exhibitors felt that the DI Buyers' Day was quiet in terms of buyers' attendance; but it was chaotic in terms of set-up.

#### 5.2.3.4. Next participation at the DI Expo



**Figure 5.10: Next participation at the DI Expo (in %,  $n = 181$ )**

Individuals choose to participate in an event for a variety of reasons, but return participation is always an indication of a previously successful and worthwhile event (Marketo Incorporation, 2015: 2). The majority of the exhibitors (66.9%) indicated that they would be participating the subsequent year (2015); 23.2% stated that they would possibly attend the subsequent year, while 9.9% indicated that they would not be attending the subsequent year. This is a positive result in terms of potential return exhibitors.

Exhibitors were asked to give reasons for not wanting to participate the following year, and these included the following:

- **Reason common to the majority of the exhibitors:**

Exhibitors generally stated that their participation was dependent on the availability of funding for the following year from their companies or sponsors, as well as the extent of sales made at the expo, which would allow them to assess the ROI for their company.

- **Reasons specified by exhibitors:**

- Nine point nine percent of the exhibitors explained that they had had a bad experience at the Expo due to receiving poor service from the service providers of the exhibition stands
- Twenty three point two percent of the exhibitors also indicated that the Expo was too expensive for them to be able to afford the registration fees for the following year
- One of the exhibitors stated that the process itself was too challenging in the tight circumstances of having to set up in one day: s/he felt that s/he no longer had the stamina for it
- One exhibitor was of the opinion that not enough buyers had attended the DI Expo for a number of years, and therefore felt that there had not been enough growth in buyer-exhibitor relationships to justify continuing attendance
- A few exhibitors stated that their participation would depend on the feedback received from buyers and customers over the full duration of the Expo,
- Similarly, another exhibitor stated that s/he would first evaluate the results of the event overall and the ROI achieved,
- One exhibitor stated that their participation would depend on their workload and commitments for following year as the exhibitor runs a very hands-on factory business
- One exhibitor regarded the concept of an Expo as outdated and is looking at relevant ways of networking; the exhibition was not working for their company anymore
- Two of the exhibitors blamed poor organisation at the event: no stands were ready on time, there was no electricity in the stands and there was no access

- to decision makers to get things done. They had to bring their own lights which was not worth the inconvenience caused and loss of potential buyers,
- An exhibitor stated that their project would be ending in 2014; therefore there would be no need to exhibit again until a new project had been initiated
  - One of the exhibitors stated that their company only participates every second year, therefore would exhibit again in 2016
  - One of the exhibitors indicated that they would not be in South Africa for the next Expo
  - Lastly, one of the exhibitors mentioned that they would like to try the Art Fair in 2015, and exhibit at the DI again in 2016.

**Table 5.7: Cross tabulation of first time exhibitors and repeat exhibitors based on next participation at the DI Expo**

		Next Participation at the DI Expo			
		Yes	No	Maybe	Total
Exhibitor attendance status	First time exhibitor	39%	7%	14.4%	60.4%
	Repeat exhibitor	28%	3.3%	8.3%	39.6%

A cross-tabulation of exhibitor attendance status (first time or repeat exhibitor) against whether exhibitors would participate in the DI Expo in the future was conducted in an effort to compare the responses received from each exhibitor attendance status group.

The findings revealed that the majority of the exhibitors (60.4%) were first time exhibitors and 39.6% were repeat exhibitors. This suggests that the DI Expo is an event that attracts support from new exhibitors (for example, emerging creatives, new DI projects) on an annual basis, while maintaining support from existing exhibitors (for example, Woolworths is one of their long-standing event sponsors). As indicated in the table, the majority of the first time exhibitors (39%) stated that they would participate in the DI expo again, followed

by 14.4% maybe and 7% no. Furthermore, most of the repeat exhibitors indicated that they would participate in the DI Expo again, followed by 8.3% maybe and 3.3% no, respectively.

### 5.3 Results of the buyers' survey

Buyers at the DI Buyers' Programme were requested to complete an electronic survey after the event. Of the 506 targeted buyers who were emailed, only 14 responded positively to the invitation. Below is an analysis of the survey responses received from buyers who attended the DI Buyers' Programme held on Thursday 27th February 2014, at the CTICC. The responses set out below also depict the buyers' economic contribution to the DI Expo, and to Cape Town as a tourism destination.

#### 5.3.1 Profile of buyers

##### 5.3.1.1 Profile of buyers

Figure 5.11 indicates that 71% of the buyers who participated in the survey were local buyers (from South Africa) and 29% were international buyers. This could be because the event is easily accessible to buyers' resident in South Africa, where most of the exhibitors also live.

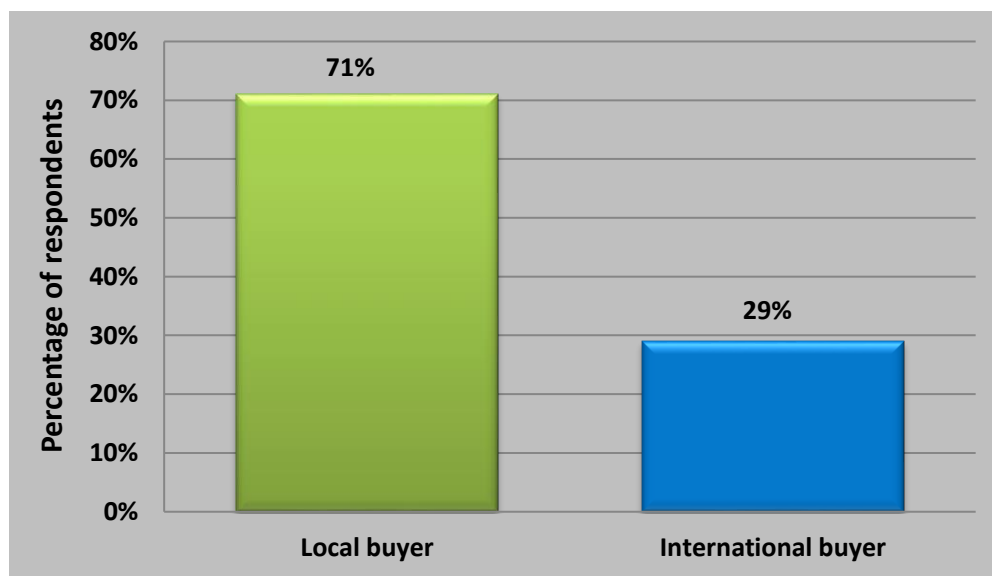


Figure 5.11: Profile of buyers (in %,  $n = 14$ )

### 5.3.1.2 Gender of buyers

Figure 5.12 represents the gender of the buyers who participated in the survey. The results show that 71% of the buyers were female and 29% were male.

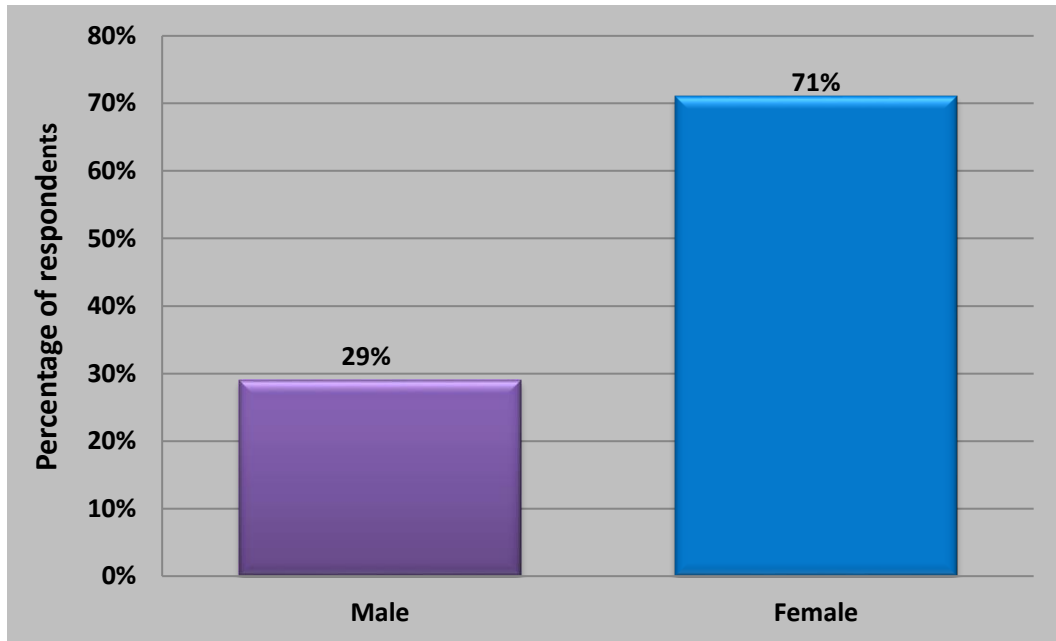
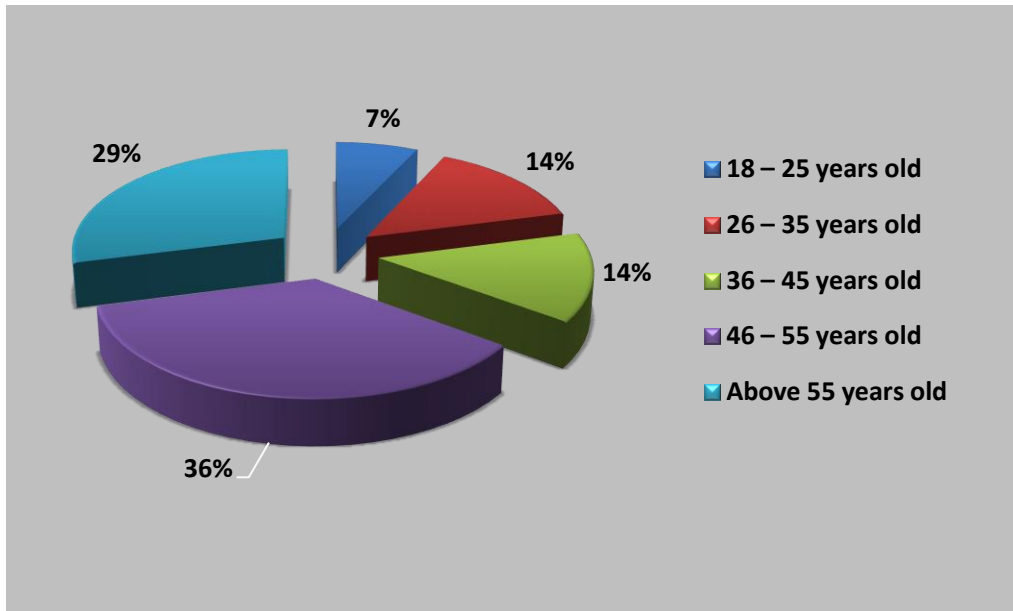


Figure 5.12: Gender of buyers (in %,  $n = 14$ )

### 5.3.1.3 Age of buyers

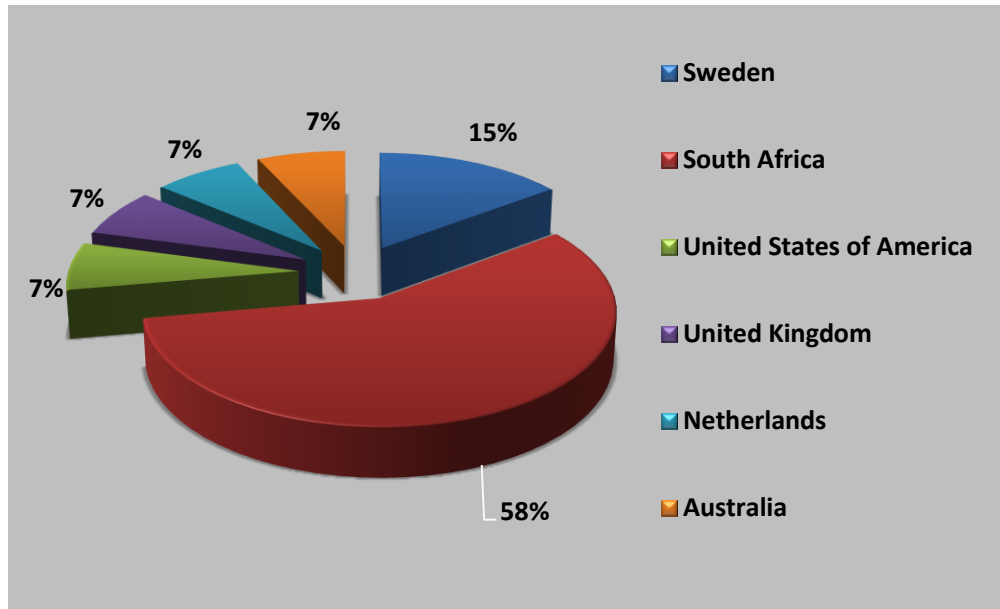
The results in Figure 5.13 indicate the age of buyers. The largest segment (36%) of buyers were between the ages of 46 and 55; 29% of buyers were above 55 years of age, 14% between the ages of 26 and 35 years old and also between 36 and 45 years of age. Only 7% of these buyers were between the ages of 18 and 25, which indicate that the majority of buyers are mature professionals well established in their careers and/or with many years of experience. The average age of the buyers based on the results provided was approximately 42.



**Figure 5.13: Age of buyers (in %,  $n = 14$ )**

#### 5.3.1.4 Nationality of buyers

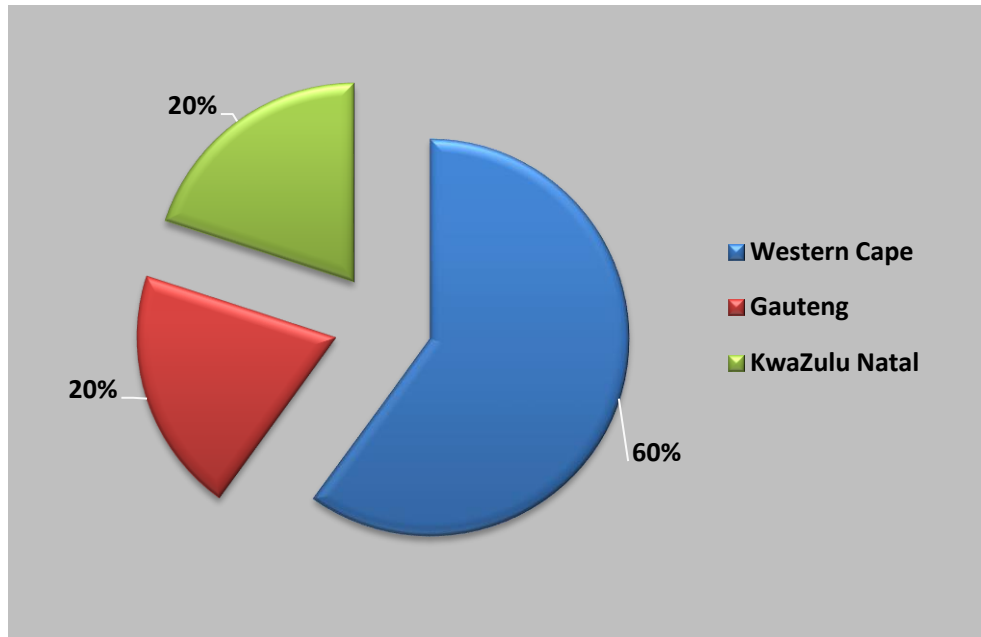
Figure 5.14, below (nationality of buyers), indicates the origin of the buyers that participated in the survey. Buyers were asked to indicate their place of origin, so as to ascertain which countries had been targeted the most and determine future marketing strategies. Figure 5.14 shows that a clear majority of the buyers (58%) were from South Africa, followed by 15% were from Sweden, and 7% from the United Kingdom (UK), the Netherlands, Australia and the United States of America (USA), respectively.



**Figure 5.14: Nationality of buyers (in %,  $n = 14$ )**

### 5.3.1.5 Province of local buyers

A break-down of buyers from South Africa features in Figure 5.15. The buyers came from three provinces, namely Western Cape (60%), Gauteng (20%) and KZN (20%). Buyers from the Western Cape specified that they were from Hermanus, Stellenbosch and Riebeeck-Kasteel, while local buyers from Cape Town came from Claremont and Table View. The distance between the Cape Town CBD and all these areas shows that the buyers consisted of individuals from a wide spread of geographical locations and cultures who were willing to travel to this specific event.

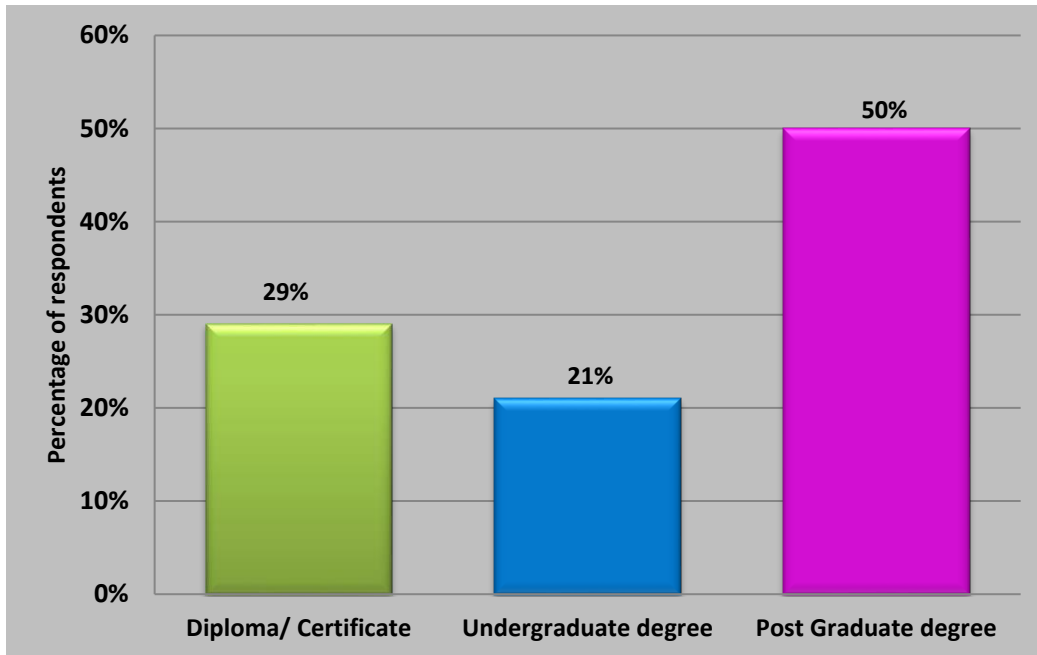


**Figure 5.15: Province of local buyers (in %,  $n = 8$ )**

#### **5.3.1.6 Highest level of education completed**

The highest levels of education completed by the buyers are indicated in Figure 5.16. The majority (50%) of the buyers had obtained a post graduate degree, 29% had a diploma or certificate, and 21% a first degree. The high rate of postgraduate degrees corresponds with the fact that majority of buyers are at least 26 years old, having acquired the necessary education and experience to do their jobs.

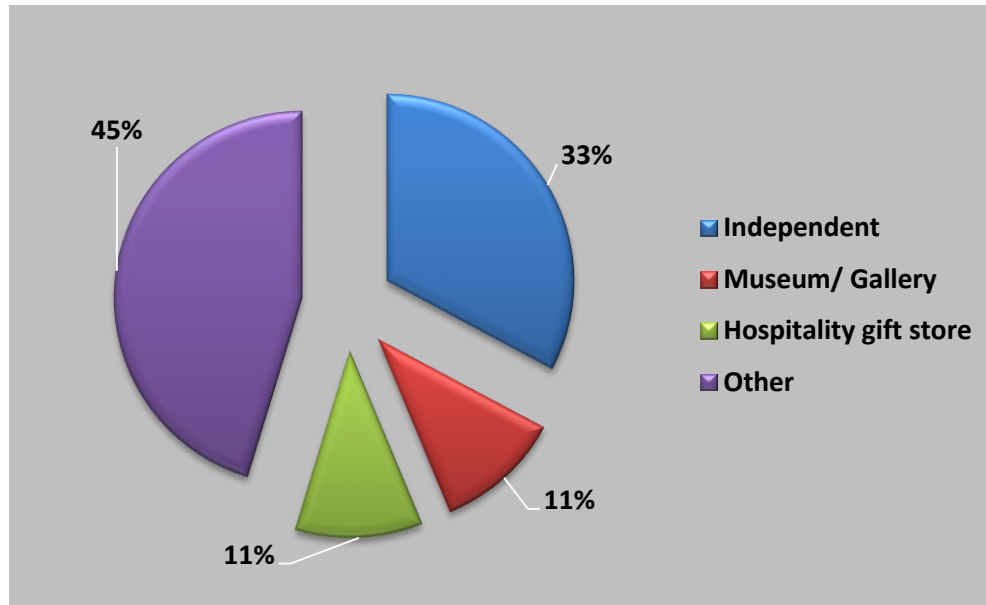




**Figure 5.16: Highest level of education completed (in %,  $n = 14$ )**

### 5.3.1.7 Employment status of buyers

The final section of the biographical information was the employment status of the buyers at the DI Expo. The dominant employment status was 'other' at 45%, which indicated that most of the buyers were marketing managers, sales managers and individuals registered as buyers to be able to gain access into the Buyers' Programme and do exclusive shopping. They were followed by the 'independent' category which was 33%; this category included people who have their own businesses, and who may have also been emerging creatives in the industry. 11% of buyers were 'museums and galleries', and a similar percentage from 'hospitality gift stores'. It is important to note this due to the fact that, these buyers are from the arts and culture segment of Design; they are also public entities who are looking for emerging talent to be able to showcase their work in their relative spaces of business (mainly for display purposes and not resale).

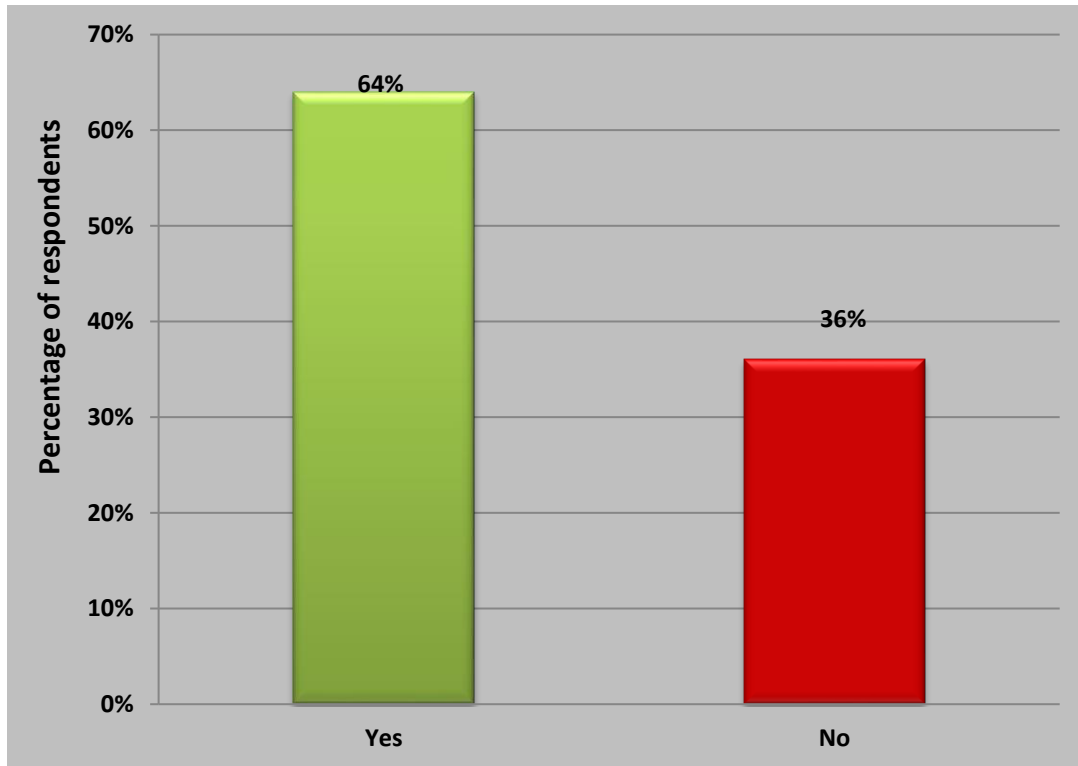


**Figure 5.17: Employment Status (in %,  $n = 14$ )**

### **5.3.2 Awareness and involvement at event**

#### **5.3.2.1 Awareness of the DI Buyers' Day Programme**

When asked if they were aware of the DI Buyers' Day Programme, 64% responded yes and 36% responded no. This suggests that the DI Buyers' Day Programme is a sought-after programme for buyers, giving them the chance to connect with exhibitors, engage with other buyers and purchase products. The 36% who were not aware of the programme made mention of the fact that their attendance was based on on-site registration.

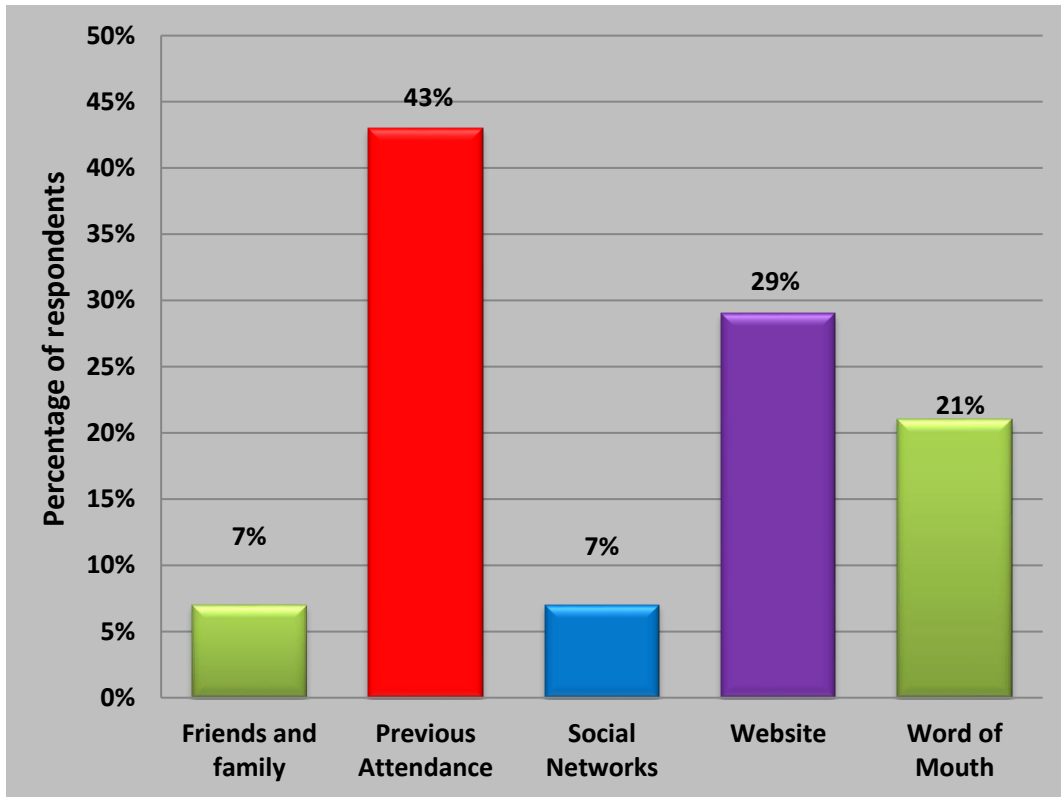


**Figure 5.18: Awareness of DI Buyers' Day Programme (in %,  $n = 14$ )**

### 5.3.2.2 Advertising of the DI Buyers' Day Programme

Figure 5.19 shows that the majority of the buyers (43%) heard about the DI Buyers' Day Programme through previous attendance at the DI Expo. This means that close to half the buyers are repeat visitors to the DI Expo, which corresponds with the responses provided in section 5.3.2.4 (Previous attendance at DI Expo). Collectively, 36% of the buyers read about the DI Buyers' Day Programme on the internet (on the DI website) and social networks and 21% heard about it through 'word of mouth' (WOM).

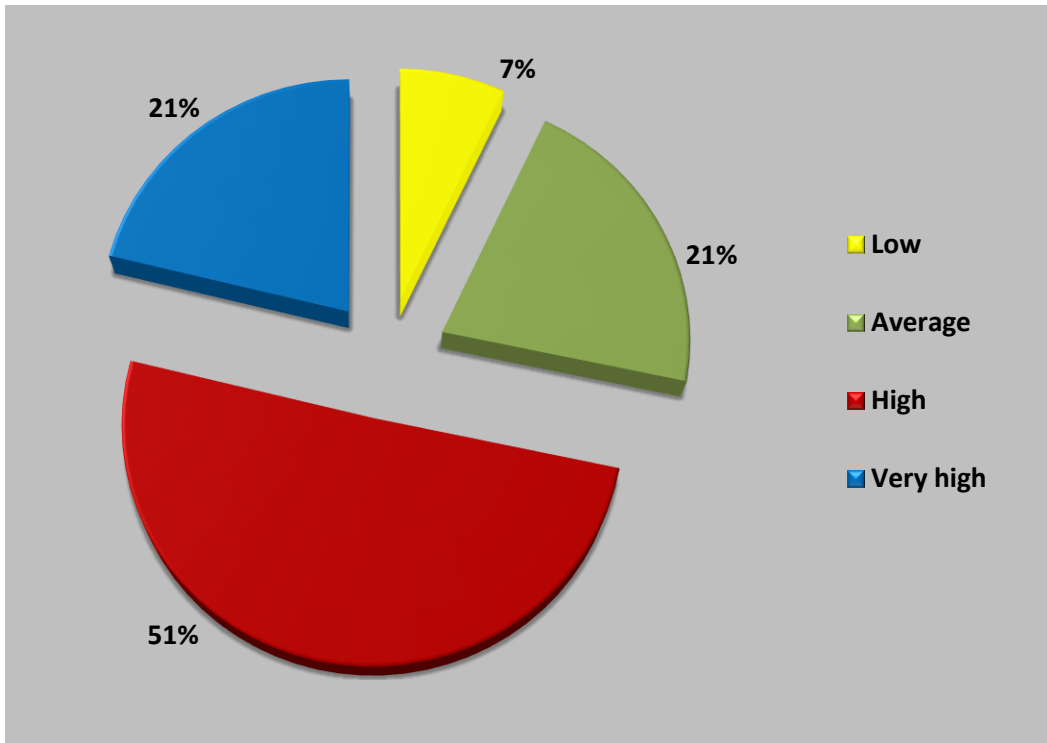
These results concur with the figures provided in the buyers' profile (Section 5.3.1.1), where the majority of the buyers (71%) are local, with comparatively easier access to the event, being based in the country (Section 5.3.1.4: Nationality of buyers). Some international buyers had also previously attended the event (Section 5.3.4), and whilst first-time buyers would have researched the event on the internet or on social media, WOM also played a role in making potential buyers aware of the DI Buyers' Day Programme.



**Figure 5.19: Advertising of the DI Buyers' Day Programme (in %,  $n = 14$ )**

### 5.3.2.3 Degree of Interest in the event

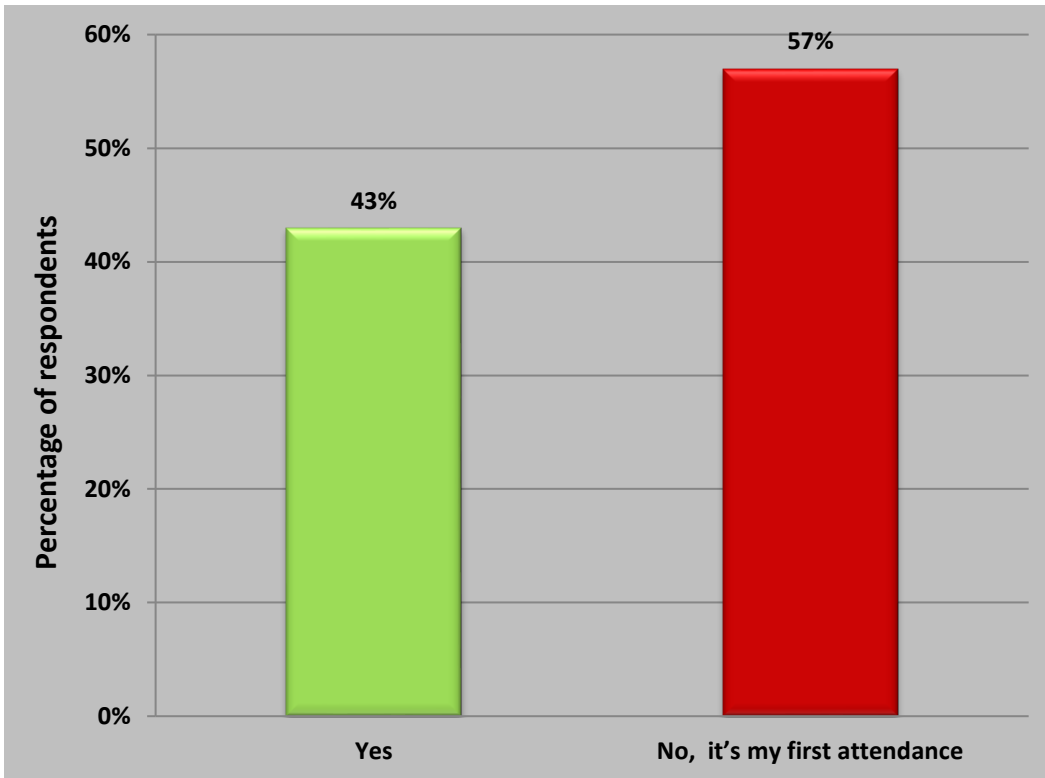
The results in Figure 5.20 suggest that most buyers (51%) had high interest in the event, 21% very high interest, 21% average interest and 7% low interest. The results provide a positive representation of how the event captured the attention of buyers who attended the event, which may also be an indication of the relevance of the event to the industry and potential new buyers.



**Figure 5.20: Degree of Interest in the event (in %,  $n = 14$ )**

#### **5.3.2.4 Previous attendance at DI Expo**

Without the attendance of the buyers, the DI Buyers' Day Programme ceases to exist. In Figure 5.21 it can be seen that 57% of the buyers are first-time attendees at the DI Buyers' Day Programme, while 43% had previously attended the programme. Based on the above-mentioned results, in Table 5.8 the buyers specified their previous years of attendance (multiple responses allowed for).



**Figure 5.21: Previous attendance of DI Expo (in %,  $n = 14$ )**

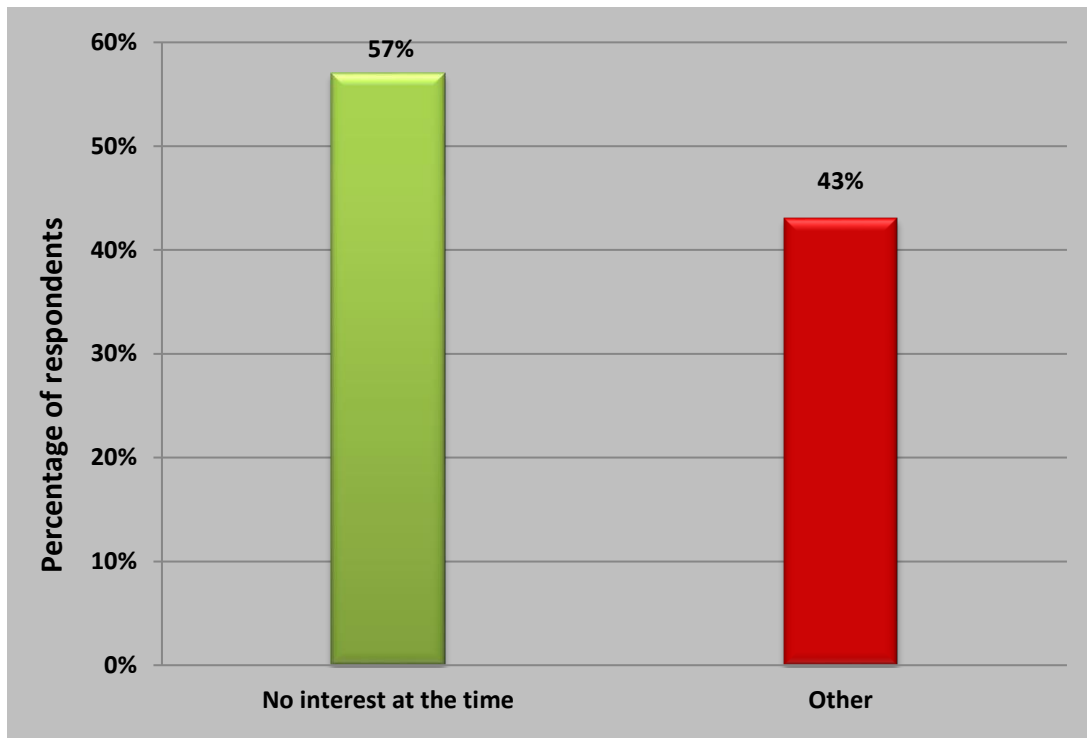
Table 5.8 indicates that 50% of the buyers attended the DI Expo in 2010, 2011, 2012 and 2013. Furthermore, 33.3% attended in 2004, whilst 16.7% attended from 2005 to 2009. The results show that from 2010 there has been an increase (three times more) in the number of buyers, which coincides with the period in which the DI Buyers' Day Programme was established. Table 5.8 is displayed on the next page.

**Table 5.8: Specified previous years of attendance (in %,  $n = 6$ )**

***Multiple responses***

Year previously exhibited	Percentage of respondents
2004	33.3
2005	16.7
2006	16.7
2007	16.7
2008	16.7
2009	16.7
2010	50
2011	50
2012	50
2013	50

Based on the results displayed in Figure 5.21, Figure 5.22 shows the reasons for buyers having not previously attended the DI Expo. Most of the buyers (57%) were not interested previously, while 43% indicated 'other', which they elaborated variously as: not being aware of the DI previously, not conducting thorough research about the programme and therefore missing out on the opportunity to attend the event, and not being able to afford the cost of attending the event.

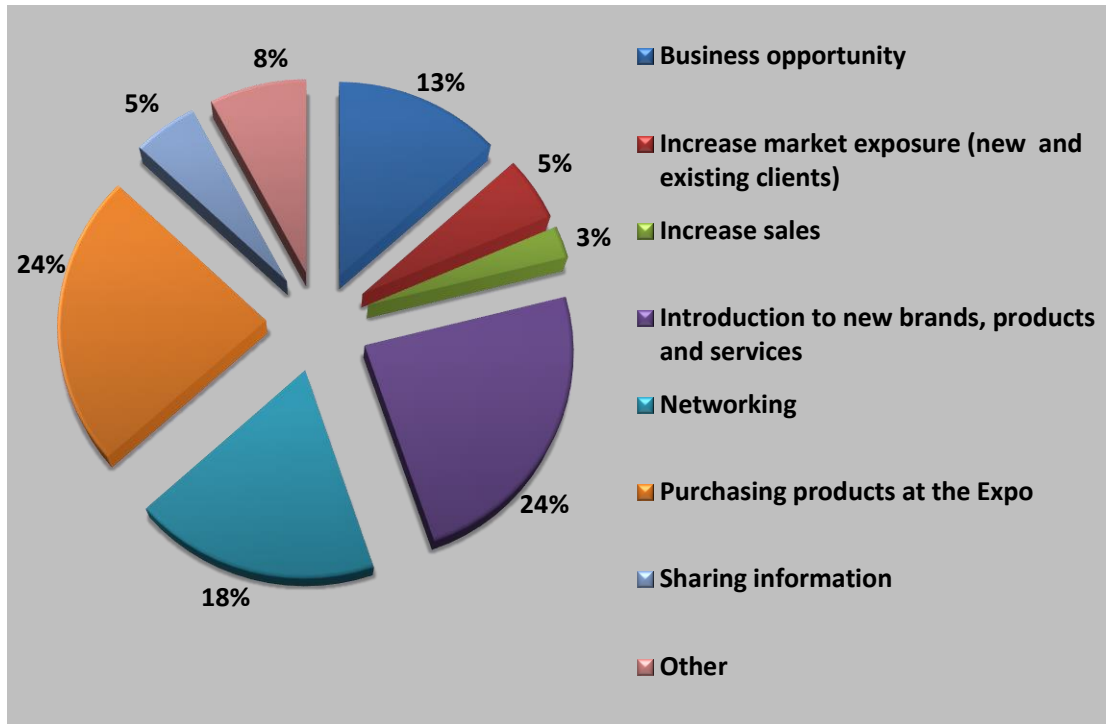


**Figure 5.22: Reason(s) for no previous attendance (in %,  $n = 8$ )**

### 5.3.2.5 Purpose of attending the DI Buyers' Day Programme

In Figure 5.23, purchasing products at the Expo (24%) and being introduced to new brands, products and services (24%) are the two main reasons given by buyers for attending the DI Buyers' Day Programme. These are followed by networking at 18%, business opportunity at 13%, and 'other' at 8%. In the 'other' section, buyers mentioned the desire to experience something new, to market their brand on a different platform, and to be able to say that they had attended the DI Expo. The buyers also attended the event to share information (5%), increase market exposure (5%) and to increase sales for their business (3%). The results show that buyers and exhibitors had similar intentions in attending the DI Expo, the common factors being that they both sought business opportunities, networking and purchasing (buyers) or selling (exhibitors) products (see the results in Section 5.2.2.3).

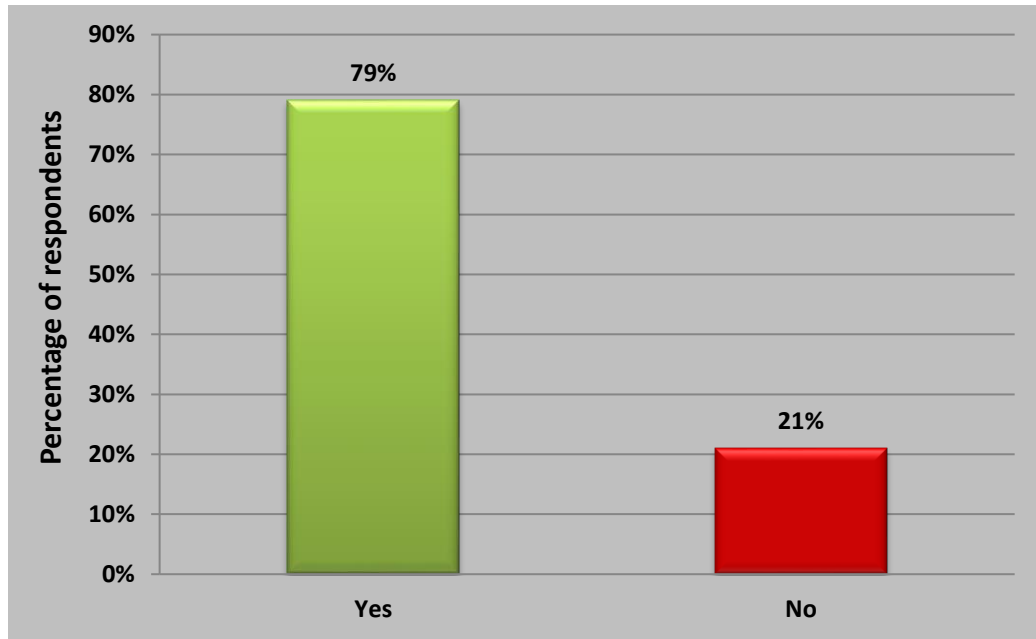




**Figure 5.23: Purpose of attending the DI Buyers' Day Programme (in %,  $n = 14$ )**

### 5.3.2.6 DI Buyers' Day Programme's ability to benefit buyers

The results in Figure 5.24 indicate that 79% of the buyers felt they had benefitted from the Buyers' Programme, while 21% did not. This means that the programme achieves its aims for the majority of buyers.



**Figure 5.24: DI Buyers' Day Programme's ability to benefit buyers (in %,  $n = 14$ )**

Table 5.9 presents how buyers thought they had benefitted from the Buyers' Day Programme (here they could choose more than one option). The results indicate that the majority of the buyers (63.6%) benefitted from networking at the event and more than 54.5% were introduced to new brands, products and services. Some of the buyers (23.7%) indicated 'other', where they mentioned that they gained the following benefits: being exposed to so many different people and different design elements at the DI Expo, purchasing products, and making valuable connections for a start-up business. The results underscore that the DI Buyers' Day Programme was able to benefit the buyers according to their purpose of attendance. The low rates of increased market exposure and business opportunity corroborate the responses provided in Section 5.3.2.7, where 64% of the buyers reported not being able to secure business opportunities.

**Table 5.9: Purposes buyers benefited from (in %,  $n = 11$ )**

***Multiple responses***

Purposes benefited from	Percentage of respondents
Networking	63.6
Introduction to new brands, products and services	54.5
Business opportunity	27.3
Sharing information	27.3
Increase market exposure (new and existing clients)	9
Other	27.3

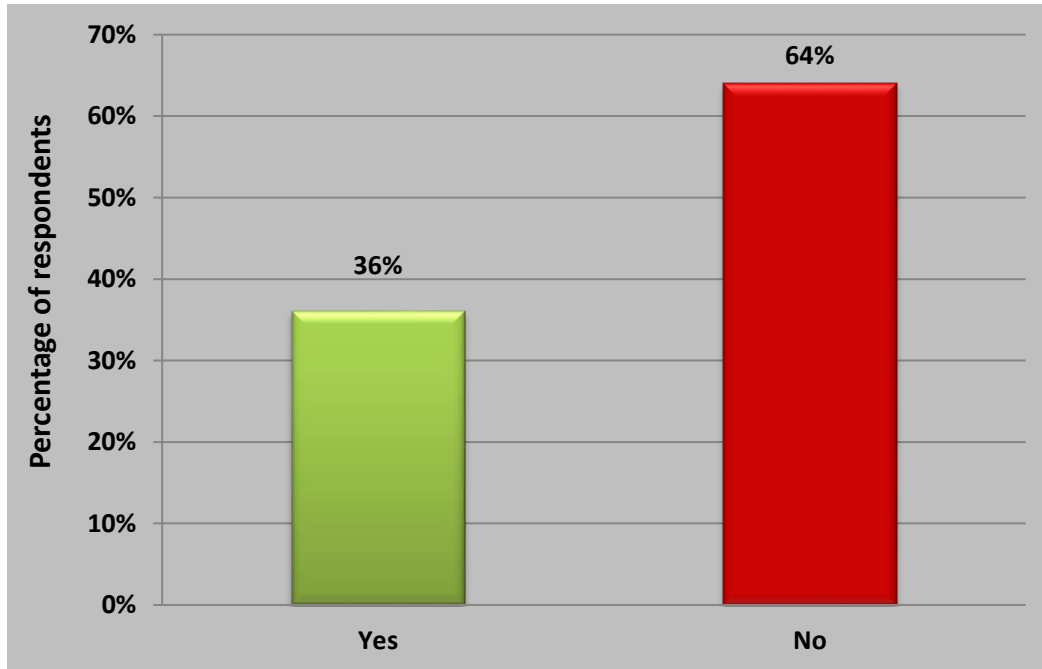
**5.3.2.7 Buyers' ability to secure business opportunities**

When asked if the buyers were able to secure business at the DI Buyers' Day, their response (as shown in Figure 5.25, below) was 64% negative and 36% affirmative. The results show an alarmingly high percentage of no business opportunities being secured, which suggests that the buyers use the DI Buyers' Day Programme more for networking, purchasing products at the Expo (after the DI Buyers' Day) and being introduced to new brands, products and services (as per Figure 5.23), perhaps making business deals only after the event.

In relation to the results in Figure 5.24, buyers were asked to specify the business that they secured and/or estimate its value (the question was not answered by all the buyers; however, those that responded have been represented in the results to follow). In total the buyers had secured business to the value of R92 000 (for all the buyers that responded,  $n = 11$ ) and also mentioned that the business they secured included the following:

- Purchasing of new merchandise for their own stores
- Networking

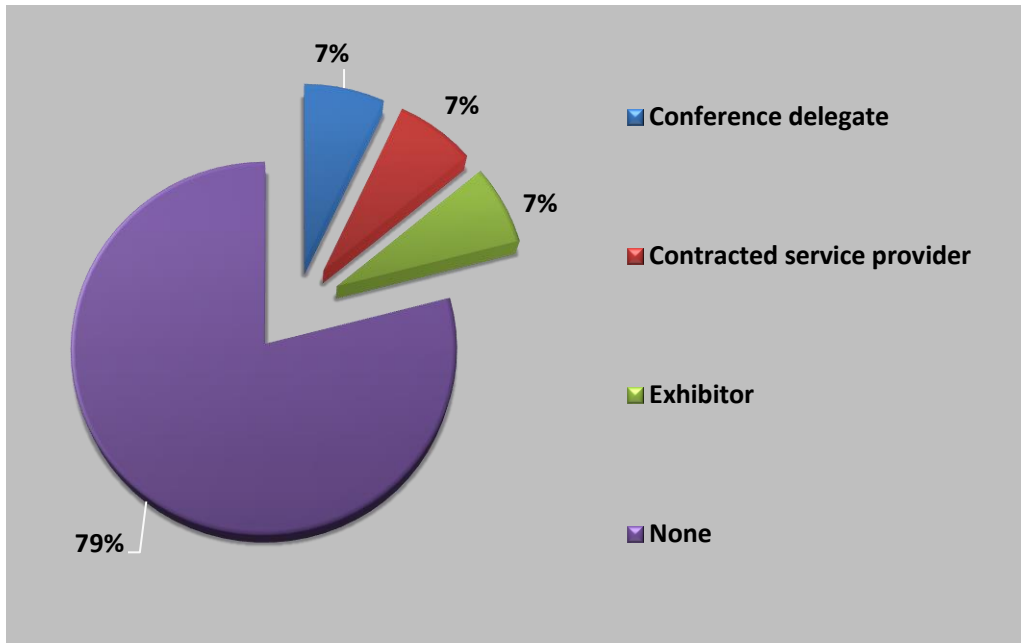
- Collaborative business projects
- Gaining new suppliers for online gift shop



**Figure 5.25: Buyers' ability to secure business opportunities (in %,  $n = 14$ )**

### **5.3.2.8 Buyers' additional involvement at the DI**

The results represented in Figure 5.26 show most buyers (79%) had no other involvement in the event besides being enrolled as a buyer at the DI Expo. The remaining fraction of the buyers (21%) indicated that they registered as conference delegates at the DI conference, contracted as service providers for the DI, while also exhibiting at the DI Expo. It is clear that the majority of the buyers were attending the event solely for the purpose of the DI Expo and the DI Buyers' Day Programme.



**Figure 5.26: Buyers' additional involvement at the DI (in %,  $n = 14$ )**

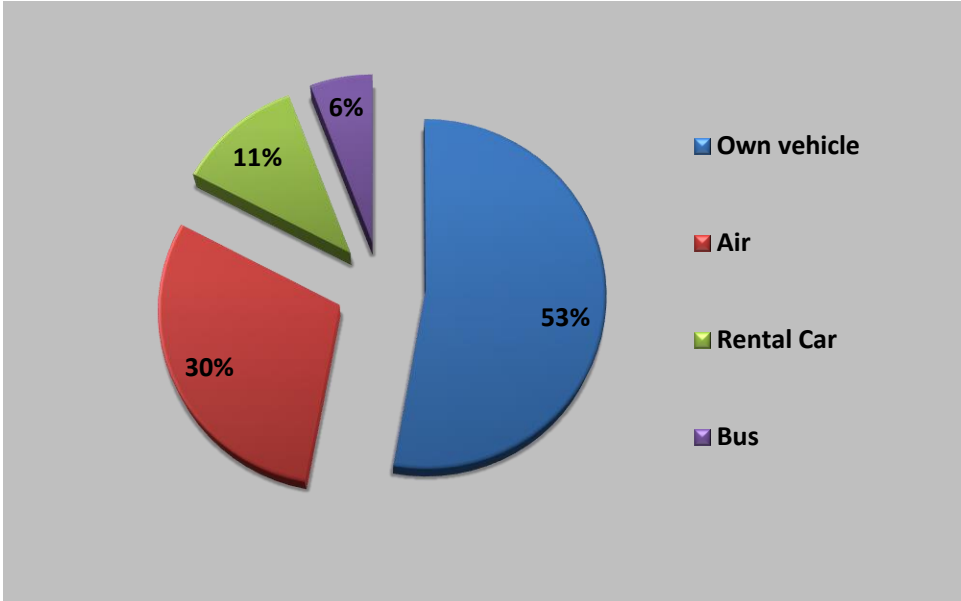
### 5.3.3 Buyers' spending patterns at the event

The section below will focus on the spending patterns of buyers in terms of the travel that brought them to the DI Expo, registration packages, spending at the DI Expo and during their stay in Cape Town. The importance of these questions (and results) is to identify the economic contribution that the buyers made towards the DI Expo and Cape Town tourism, in order to translate these into the terms of economic benefits. This section, therefore, summarises the economic contribution of the DI.

#### 5.3.3.1 Buyers' arrival mode of transport to Cape Town

More than half of the buyers (53%) stated that they used their own vehicle to get to the Cape, 30% arrived by air, 11% used a rental car, while 6% utilised a bus. These results underscore the finding that the majority of the buyers were local (residing in RSA, as seen in Section 5.3.1.5), so a motor vehicle was the most convenient method for them to travel. It can be assumed that the buyers who travelled by plane were mostly international buyers, though it should also be taken into account that some international buyers were

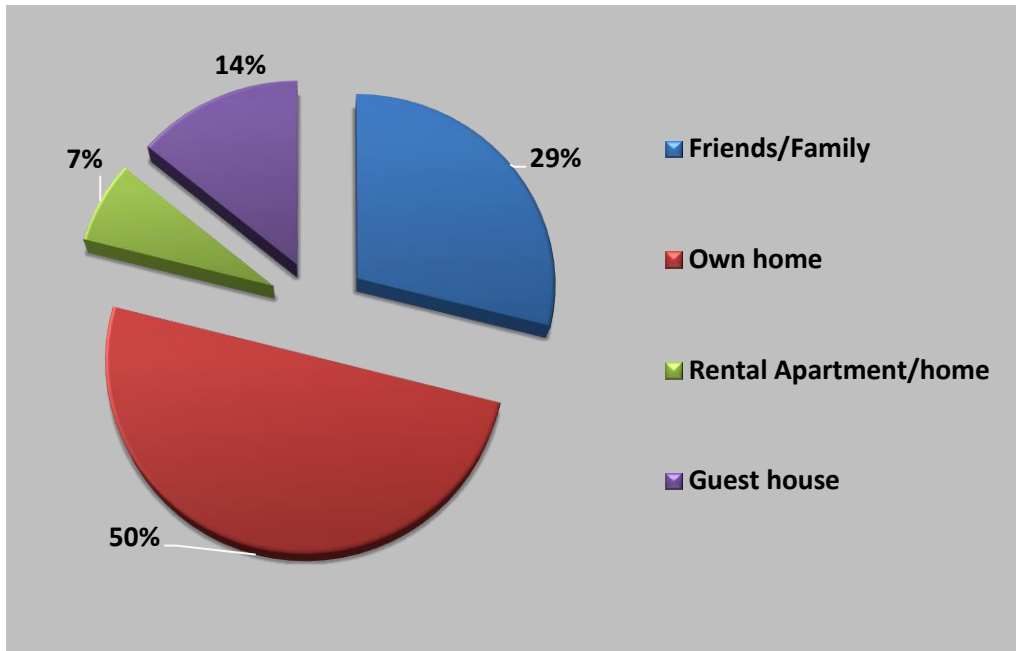
already in South Africa or Cape Town for other business before the DI Expo, as seen in Section 5.3.3.4 (Duration of stay in Cape Town).



**Figure 5.27: Buyers' arrival mode of transport to Cape Town (in %, n = 14)**

### 5.3.3.2 Buyers' accommodation in Cape Town

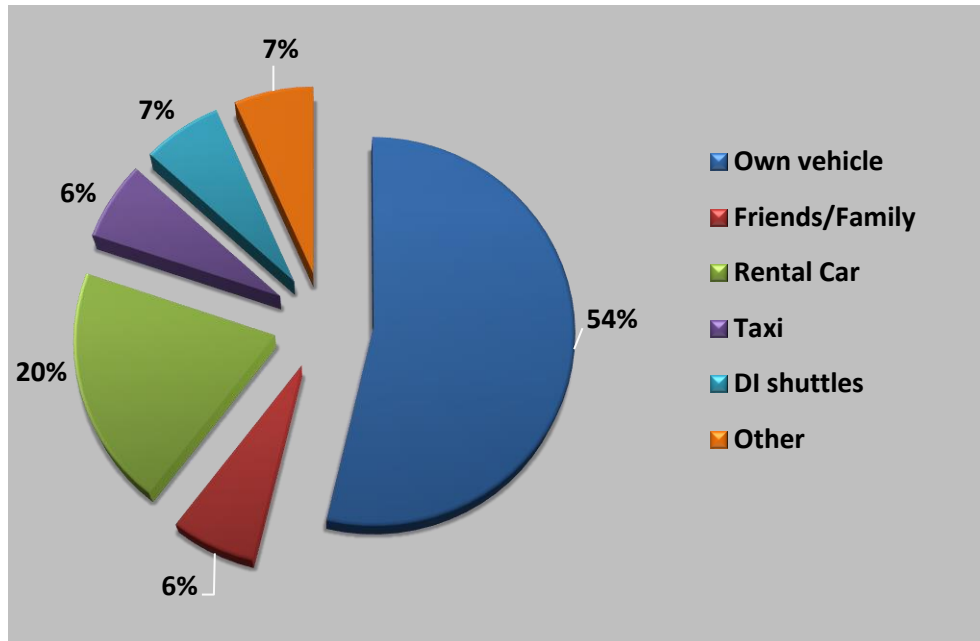
The majority of the buyers (50%) stated that they were residing in their own home while attending the DI Expo which would refer to the local buyers (Section 5.3.1.5), 29% were staying with friends or family, 14% made use of a guest house and 7% occupied a rental apartment or rental home. The above results show that the majority (79%) of the buyers opted for convenient and cost-effective accommodation. In terms of buyers spend in the accommodation category, there was definitely less than expected, but this may be due to the size of the sample of buyers who responded to the survey. The economic contribution coming directly from the accommodation sector is often regarded as the sector that is most dependent on tourism in order to function (and vice versa) (British Hospitality Association, 2010:15).



**Figure 5.28: Buyers' accommodation in Cape Town (in %,  $n = 14$ )**

### 5.3.3.3 Buyers' mode of transport in Cape Town

According to Figure 5.29, more than half (54%) of the buyers used their own vehicles to travel to the DI Expo whilst in Cape Town, 20% used rental cars whilst in Cape Town and 7% of the buyers mentioned 'other' modes of transportation, which was the service of a hired driver. Once again, the majority of the buyers utilised their own vehicles, travelled with friends and family or utilised the DI shuttles. Nevertheless, a proportion did contribute towards the transport industry by making use of various modes of transportation where the expenses were paid by themselves, as presented in Figure 5.29, below.



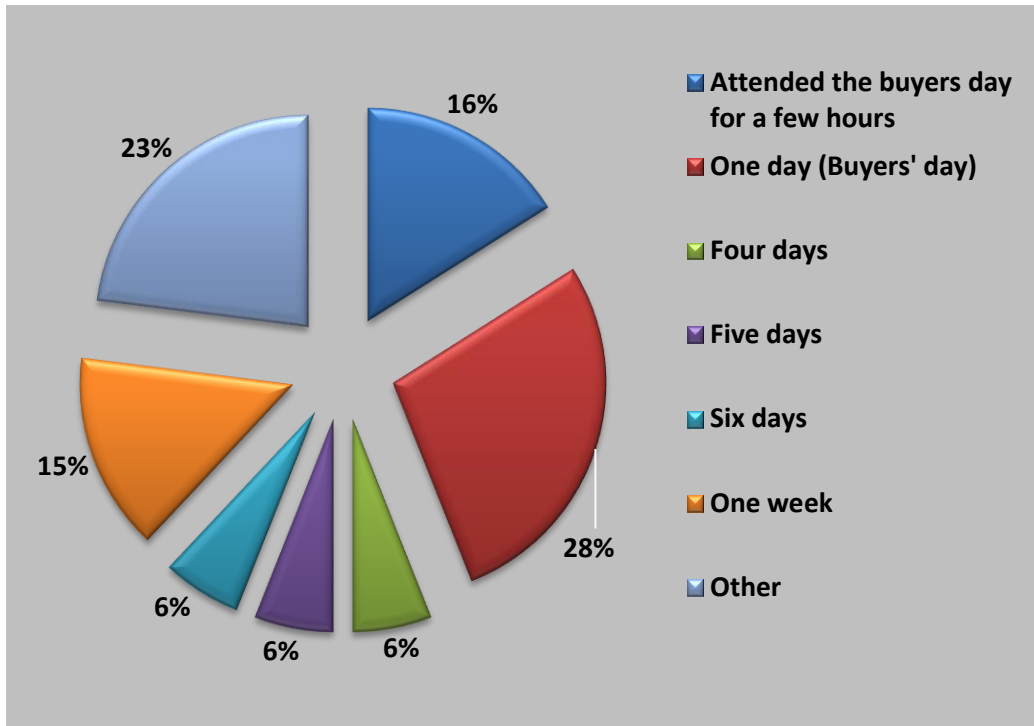
**Figure 5.29: Buyers' mode of transport in Cape Town (in %,  $n = 14$ )**

#### 5.3.3.4 Duration of stay in Cape Town

The majority of the buyers (28%) only stayed for the Buyers' Day, followed by 23% of the buyers who selected the 'other' category when responding to the above-mentioned section. The buyers explained that they were in Cape Town for more than 14 days (two weeks), owing to previous travel engagements a week prior to the DI Expo. About 16% of the buyers also stated that they attended the Buyers' Day for a few hours. Despite almost half of the buyers (43%) attending the DI Expo only on the one day, the majority indicated that they stayed in Cape Town for between four days and two weeks.

According to the results, the average length of stay for buyers is five days. This shows that buyers usually stay in Cape Town for an extended period (a few days before event and/or a few days after the event), which should mean an economic contribution to Cape Town tourism. This sample of buyers used cost-effective modes of transport and accommodation in order to make provision for spending more on other activities (see Section 5.3.3.6, Attendance at or support of tourism activities).

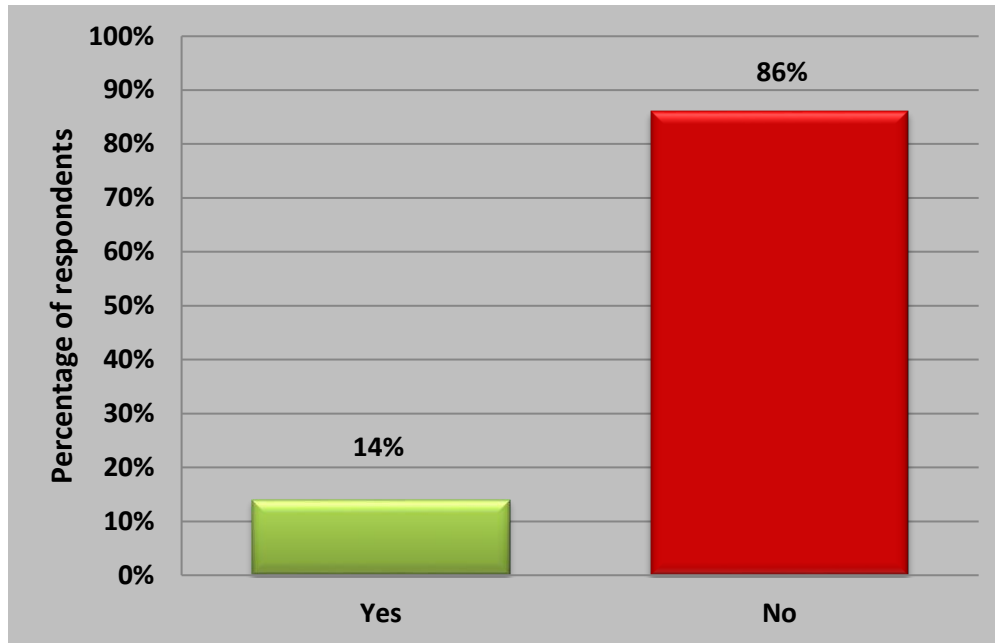




**Figure 5.30: Duration of stay in Cape Town (in %,  $n = 14$ )**

### 5.3.3.5 Attendance of other DI-related activities

In Figure 5.31, 86% of the buyers did not attend other DI-related activities/events, whilst 14% did. Table 5.10, below, represents the DI activities/events that the 14% attended. This means that there was little economic contribution coming from buyers in terms of spending money on additional DI-related activities. This could be due to the fact that buyers spend money specifically on the Buyers' Day registration and products that they purchase at the event, which is evident in the figures provided in Table 5.13.



**Figure 5.31: Attendance of other DI related activities (in %,  $n = 14$ )**

The table below represents the responses of buyers who indicated that they did attend or participate in DI-related activities/events.

**Table 5.10: DI related activities/events attended by buyers (in %,  $n = 2$ )**

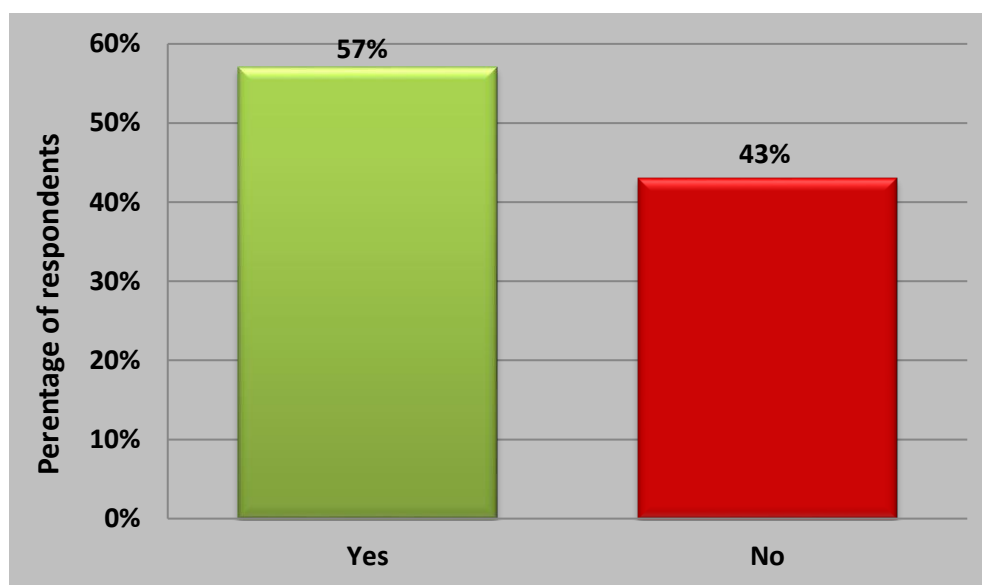
***Multiple responses***

Activities/ Events	Number of respondents ( $n= 2$ )
Design Indabar	1
DI Conference	1
Li Edelkoort	1
Other	2

Both the buyers selected the 'other' category, where they made mention of having attended the Build Design Exhibition. One of the buyers stated that they had registered for the DI conference, which granted access to the Design Indabar, and one of them also attended the Li Edelkoort workshop. Most of these were invite-only events or ticketed, which meant that the buyers would have to have spent more money to attend them. Furthermore, attending these events may not have been the buyers' primary concern, as

they had registered only for the Buyers' Programme which – alongside the other events – can be registered for three months before it is hosted.

### 5.3.3.6 Attendance or support of tourism activities



**Figure 5.32: Attendance or support of tourism activities (in %,  $n = 14$ )**

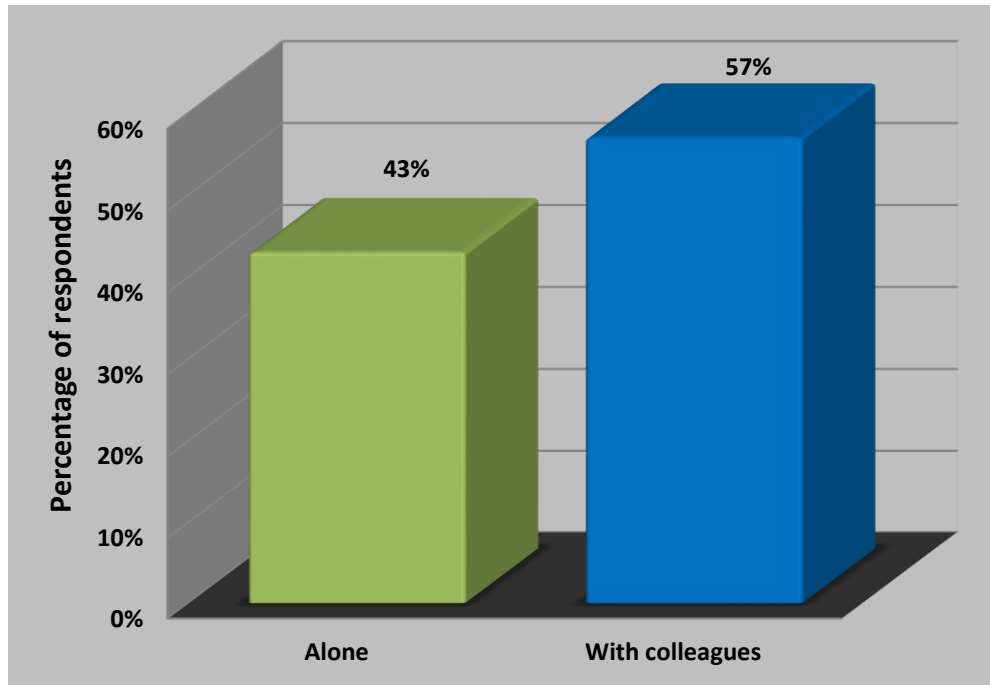
As revealed in Figure 5.32, more than half of the buyers (57%) attended or supported tourism activities, whilst 43% of the buyers did not. Table 5.11, below, presents the tourism activities that the buyers engaged in or attended (they could indicate as many as were appropriate). This amounts to a positive contribution to the economy of the destination and its various tourism establishments. Buyers who did not participate in DI activities nevertheless participated in tourism activities, as listed in the table below.

**Table 5.11: Tourism activities attended by buyers (in %,  $n= 8$ )**  
***Multiple responses***

<b>Tourism Activities</b>	<b>Number of respondents (<math>n= 8</math>)</b>
<b>Restaurants</b>	7
<b>Shopping</b>	5
<b>Tourism attractions and monuments</b>	3
<b>Entertainment</b>	2
<b>Leisure activities such as the beach</b>	2
<b>Other</b>	2
<b>Nightlife</b>	1

Table 5.11 portrays the buyers who engaged in other tourism activities whilst visiting Cape Town: 87.5% of them ate out at restaurants, 62.5% went shopping, 37.5% visited tourism attractions and monuments, 25% engaged in leisure activities, 25% spent money on entertainment and 12.5% enjoyed the nightlife. Another 25% in the 'other' segment stated that they visited wine farms in Stellenbosch. This means that buyers contributed to the tourism of Cape Town by spending time and money at the above mentioned venues and sectors. Furthermore, these results underline the buyers' identity as tourists who are visiting Cape Town not only for business, but for leisure as well.

### 5.3.3.7 Travelling alone or with colleagues



**Figure 5.33: Travelling alone or with colleagues (in %,  $n = 14$ )**

The data in Figure 5.33 indicate that 57% of the buyers were travelling with colleagues and 43% were travelling alone. Accordingly, buyers were asked to specify the number of colleagues that they were travelling with to the DI Expo. The responses were as follows:

**Table 5.12: Number of colleagues travelling with buyers (in %,  $n= 8$ )**

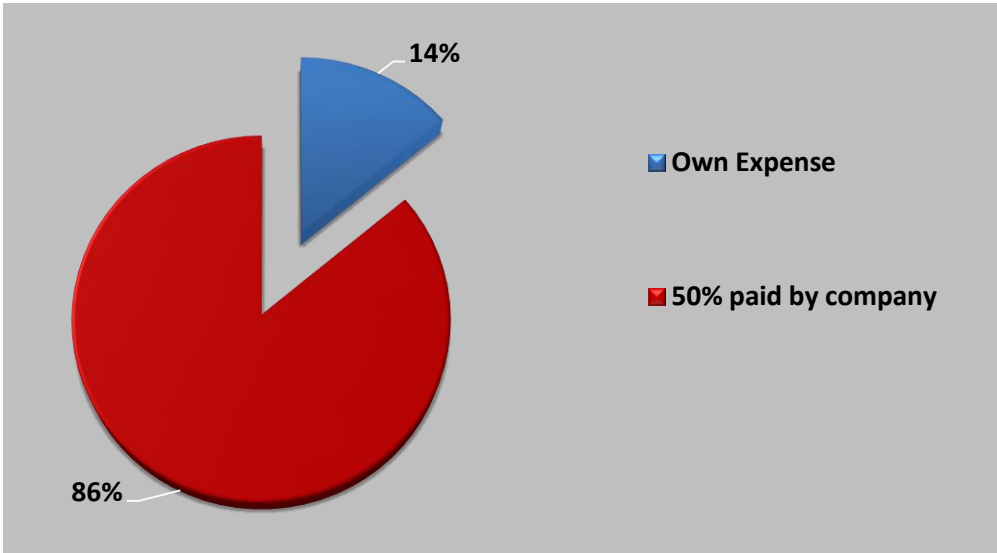
Number of colleagues	Number of respondents ( $n= 8$ )
One	4
Three	2
Two	1
Five	1

The results in Table 5.12 show that 50% of the buyers were travelling with one additional colleague, 25% of the buyers with three additional colleagues, 12.5% with five additional colleagues and the other 12.5% with two additional colleagues. This means that some of

the companies listed as buyers are contributing more money towards the DI Buyers' Programme not only through the registration fees, but through other travelling expenses along with the products that they purchase on the day of the event. This is a positive indication that the programme stimulated economic growth, which will encourage DI to expand the event to benefit more local creative. This will have a ripple effect on the economic situation of the community as a whole.

**5.3.3.8 Payment for expenses incurred at DI**

In Figure 5.34, the results presented indicate that 86% of the buyers paid 50% of their expenses to the DI, whilst their company paid the other 50%. This could mean that the company pays for the main events' registrations and the additional leisure expenses are paid for by the buyer(s). The remaining 14% of the buyers confirmed that they had paid their own expenses at the DI Expo. No-one (0%) was fully paid for by their employer or from another source. This suggests that economically, the buyers contribute directly to tourism-related activities, while their employers or companies contribute directly to the DI Buyers' Programme, which is a business platform to grow the brand/company and to increase business opportunities in the South African market. This in turn suggests that companies invest funds solely in the hope of expanding trade and export opportunities, which contributes positively to the economy of South Africa.



**Figure 5.34: Payment for expenses made at DI (in %, n = 14)**

### 5.3.3.9 DI Expo as the main reason for visiting to Cape Town

In Figure 5.35, 57% indicated that the DI Expo was not their main reason for visiting Cape Town and 43% indicated the opposite. Based on the previous results, the buyers elaborated on their main reasons for visiting Cape Town (apart from the DI Expo) as follows:

- Other business commitments in Cape Town or South Africa.
- Visiting friends and family as part of the travel to South Africa.
- Meeting scheduled with a client who is attending the conference.

Buyers are travelling for the purposes of both business and leisure, making a positive economic contribution in both areas of spending and ultimately influencing the GDP.

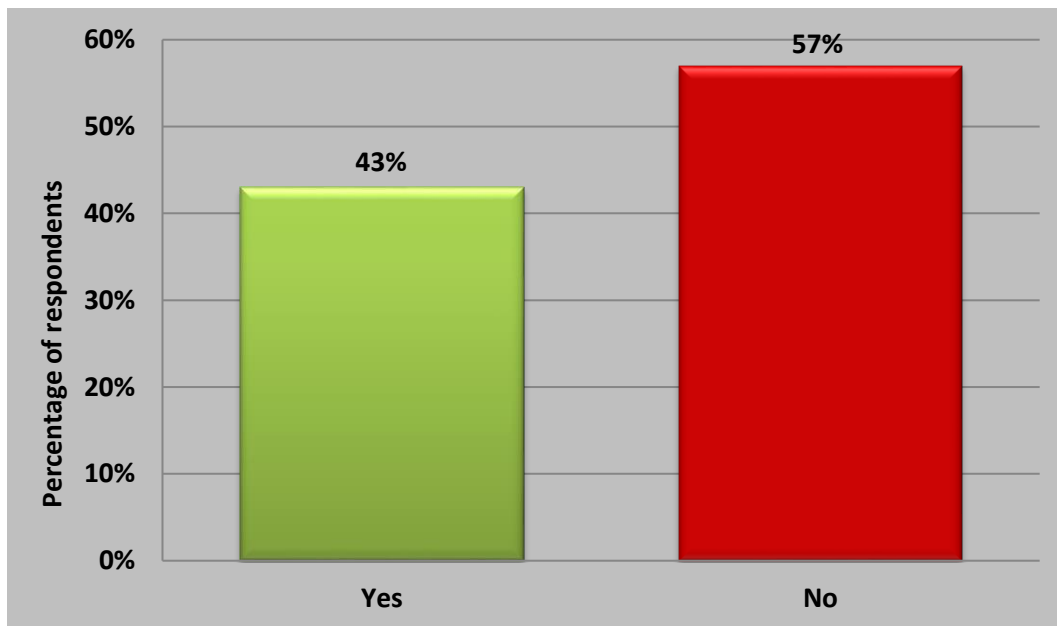


Figure 5.35: DI Expo main reason for visiting Cape Town (in %,  $n = 14$ )

### 5.3.3.10 Expenditure of buyers at the DI Expo and in Cape Town

In Table 5.14, the total expenditure for 93% of the buyers is represented (7% declined to answer the expenditure section of the survey). These expenses, they made clear, did not include the expenditures of their travelling colleagues. Table 5.14 is displayed on the next page.

**Table 5.13: Buyers' expenditure at the DI Expo and in Cape Town (in %,  $n = 13$ )**

Expenditure items	Amount in ZAR
Travel (flights, bus trip, etc.)	135 428.00
Purchases at the Design Indaba Expo	112 900.00
Shopping (stalls, malls, etc.)	57 410.00
Food and restaurants	26 025.00
Transport (car hire, bus taxi, etc.)	17 740.00
Accommodation	17 734.40
DI Indaba tickets	11 984.40
Tourism related activities (tours, attractions, etc.)	2 248.00
Night life (Clubs, bars, pubs, etc.)	2 000.00
Entertainment (shows, theatre, etc.)	1 000.00
<b>Total</b>	<b>384 469.80</b>

### 5.3.4 Perceptions of and level of satisfaction with the event

#### 5.3.4.1 Degree of agreement with statements about the event.

The tables below show buyers' responses to statements made about the event, indicating their levels of agreement. Some interpretation of the buyers' responses is also provided.

**Table 5.14: I feel confident that the DI Buyers' Day Programme and Expo has been hosted successfully (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	50
Neutral	35.8
Disagree	14.2

In Table 5.14, it can be seen that half the buyers (50%) agreed with the statement whilst 35.8% responded neutrally and 14.2% disagreed with the statement. This means that the majority of the buyers felt they attained the benefits and/or purposes for which they were attending the event. In Figure 5.24, the results are aligned with these figures.



**Table 5.15: The venue was secure and safe for all those that attended the DI Expo (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	78.7
Neutral	14.2
Disagree	7.1

Table 5.15 shows that the majority of the buyers (78.7%) agreed that the venue was secure and safe for all those that attended the Expo; 14.2% were neutral and 7.1% disagreed with the statement. This result is in line with buyers' agreement that the venue was suitable for the DI Expo (Table 5.30).

**Table 5.16: Parking facilities and public amenities were easily accessible at the DI Expo (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	57.2
Neutral	21.5
Disagree	21.3

Table 5.16 indicates that more than half of the buyers (57.2%) agreed with the statement, while 21.5% were neutral and 21.3% disagreed with the statement. This is in line with the fact that the CTICC is centrally located in the CBD of Cape Town. Buyers who disagreed with the statement no doubt have similar issues to those of the exhibitors, who complained, for instance, about the provision of parking (see Section 5.2.3.4, Problems at DI Expo).

**Table 5.17: The DI Buyers' Day Programme and Expo were well organised and the level of service was of a high standard (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	50
Neutral	14.2
Disagree	35.8

The results in Table 5.17 show that half of the buyers (50%) agreed with the statement, followed by 35.8% opposing the statement and 14.2% responding neutrally. The results are troubling in that only half the buyers were happy with the level of service and organisation of the event. The others were presumably those who encountered challenges at the event, as cited in their responses in section 5.3.4.4.

**Table 5.18: The DI Buyers' Day Programme and Expo only benefitted the rich and big businesses (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	21.3
Neutral	43
Disagree	35.7

As seen in Table 5.18, almost half of the buyers (43%) neither agreed nor disagreed with the statement, whilst 35.7% disagreed and 21.3% agreed with the statement. This presumably means that to some degree the buyers felt that more established businesses are able to derive more benefit from the DI Buyers' Day due to the fact that they have more experience in participating in the Buyers' Day. However small businesses, independent designers, emerging creatives who had been invited and accepted to register as exhibitors at the DI Expo had, an equal opportunity to benefit from the event. The Buyers' Programme was designed to stimulate income for all the creative involved.

**Table 5.19: At the DI Expo, I went out of my way to purchase goods and services from local businesses (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	57.2
Neutral	21.4
Disagree	21.4

More than half the buyers (57.2%) agreed with the statement, followed by 21.4% who responded neutrally and 21.4% who disagreed. The responses provided in Table 5.19 support the notion that buyers are primary attending the buyers' day to purchase products and services from local creative. Buyers are of course also attending the event for various other reasons, such as networking in order to collaborate on future projects or conduct business after the DI Buyers' Day.

**Table 5.20: The hosting of the DI Expo led to increased spending in Cape Town, thus giving economic benefits to the local community (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	43.2
Neutral	43.2
Disagree	13.6

The results show that 43.2% of the buyers agreed with the statement, 43.2% also responded neutrally whilst 13.6% disagreed. The means that the buyers are both positive and uncertain about their spending and economic contribution to the destination, which makes sense given that some buyers did not participate in tourism-related activities (refer to Section 5.3.3.6).

**Table 5.21: Local businesses in Cape Town increased their sales and profits during the DI Expo (in %, *n* = 14)**

Level of agreement	Percentage of respondents
Agree	42.6
Neutral	43.2
Disagree	14.2

The results show that 43.2% of the buyers responded neutrally to the statement, while 42.6% agreed with it and 14.2% disagreed. The figures are inconclusive, suggesting that only 42.6% of buyers purchased products or services at the Expo.

**Table 5.22: The DI Buyers' Day Programme and Expo contributed to increased employment opportunities and entrepreneurship (in %, *n* = 14)**

Level of agreement	Percentage of respondents
Agree	42.9
Neutral	50
Disagree	7.1

The majority (50%) of the buyers responded neutrally to the statement, 42.9% agreed with the statement and 7.1% disagreed. This suggests that the buyers felt that to some extent the Buyers' Day did contribute to increased employment opportunities and entrepreneurship; for example, if a buyer purchased products from an emerging creative, this would encourage his or her spirit of entrepreneurship. An increase in employment might occur when a buyer has initiated a business opportunity large enough to require the exhibitor to engage more employees in order to fulfil the required contractual agreement. Therefore, depending on the size, scale and duration of the project, in some instances there might well not be any contribution to employment opportunities for the local community.

**Table 5.23: The DI Buyers' Day Programme and Expo promoted education, training and skills development to the local community (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	35.6
Neutral	35.8
Disagree	28.6

The results in Table 5.23 show that the buyers responded variously to the statement, 35.8% neutrally, 35.6% positively and 28.6% negatively. The results could mean that buyers may only have been aware of the Emerging Creatives initiative and not of the other projects for exhibitors because these were not publicised to them as buyers. Furthermore, the fact remains that the event is an expo, which is there for the purpose of trade rather than education.

**Table 5.24: The DI Buyers' Day Programme and Expo had no negative social impacts (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	42.9
Neutral	35.8
Disagree	21.3

The present in the Table above show that the majority of the buyers (42.9%) agreed with the statement, 35.8% responded neutrally and 21.3% disagreed. The majority of the buyers stated that, as far as they could see, the DI Buyers' Day Programme had no negative social impacts. They make no mention of criminal activities (such as theft) in the list of problems experienced. But the results indicate that some buyers disagree with the statement, which could be due to communication barriers faced by international buyers and challenges they experienced in gaining assistance from staff.

**Table 5.25: The DI Buyers' Day Programme and Expo attracted tourists to Cape Town (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	57.1
Neutral	21.6
Disagree	21.3

More than half of the buyers (57.1%) thought that the DI Buyers' Day Programme and Expo attracted tourists to Cape Town, whilst 21.6% responded neutrally to the statement and 21.3% disagreed with it. The overall positive response indicates that for the majority of buyers, the trip was more than a purely business event.

**Table 5.26: The DI Buyers' Day Programme and Expo attracted future business to Cape Town (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	50
Neutral	28.4
Disagree	21.6

Half the buyers (50%) stated that the Buyers' Day and Expo attracted future business to Cape Town, 28.4% responded neutrally and 21.6% negatively. The DI is a platform for buyers and exhibitors to meet and conduct business over a single day, an event apparently ensuring that at least half of the buyers and exhibitors were able to make future connections, not only in Cape Town but in other regions as well.

**Table 5.27: The DI Buyers' Day Programme and Expo incorporated various design elements to represent Cape Town as the WDC of 2014 (in %,  $n = 14$ )**

Level of agreement	Percentage of respondents
Agree	43
Neutral	28.4
Disagree	28.6

The results indicate that 43% of the buyers agreed with the statement, whilst 28.6% disagreed and 28.4% responded neutrally. That the DI is a design event that primarily focuses on marketing and showcasing design in Cape Town is corroborated by these results. The buyers who disagreed with this statement may have been unaware of the relevant publicity, or be referring to the fact that DI does not only consist of design aspects but also incorporates business, entertainment, education and community projects.

**Table 5.28: The DI Buyers’ Day Programme and Expo increased positive media coverage for Cape Town (in %, *n* = 14)**

Level of agreement	Percentage of respondents
Agree	78.7
Neutral	14.2
Disagree	7.1

A large proportion of buyers (78.7%) agreed with the statement, 14.2% were neutral and 7.1% disagreed. The statistics show that the majority of buyers were aware of the media coverage that the DI expo received, and apparently utilised the various media platforms in order to remain updated about the event.

**Table 5.29: I am more aware of tourism facilities in Cape Town after attending the DI Buyers’ Day Programme and Expo (in %, *n* = 14)**

Level of agreement	Percentage of respondents
Agree	14.2
Neutral	35.8
Disagree	50

Half of the buyers (50%) disagreed with the statement quoted above, followed by 35.8% who were neutral and only 14.2% who agreed. These responses could be attributed to the fact that the DI Expo is the main attraction that buyers are ‘invited’ to attend by DI, who do not include the advertisement and incorporation of other tourism activities. This means that buyers and other visitors primarily focus on attending the DI and have little or no time to engage in other tourism activities in Cape Town.

Overall, the respondents appear to have felt proud of Cape Town and the Design Indaba, seeing it as an extremely successful fixture in the events and tourism industry with the potential for further growth. Furthermore, DI is a Cape Town product that has helped boost the image of Cape Town in the media as one of the World Design Capitals, as an events destination, business tourism outlet, and community-orientated event aimed at attracting tourists to the city.

### 5.3.4.2 Degree of satisfaction with the event

The table on the next page represents buyers' levels of satisfaction with the event, with indications of what they felt/experienced by way of rating; poor, satisfactory, or good.

**Table 5.30: Level of satisfaction with the event (in %, *n* = 14)**

Event aspect	Poor	Satisfactory	Good
Event theme, décor, layout	21.4	14.2	64.4
Venue	7.1	21.4	71.5
Buyers' day programme	21.4	50	28.6
Organisation – buyers' registration and packages	28.6	14.2	57.2
Opportunity for Buyer and exhibitor interaction	7.1	14.2	78.7
Event Information, signage and exhibitor visibility	14.2	28.6	57.2

In Table 5.30, there is a clear indication that buyers felt that the event décor, theme and layout was 'good' (64.4%) in terms of presentation (21.4% opted for 'poor' and 14.2% for 'satisfactory'). It seems that buyers were generally happy with the theme, décor and layout of the event.

The majority of the buyers (71.4%) stated that the venue (CTICC) was 'good' for hosting the DI Expo; whilst 21.4% thought it was 'satisfactory' and 7.1% 'poor'. The CTICC is centrally located in the CBD and it is 'home' to the DI Expo. Those buyers who were



dissatisfied probably feel that the venue could be managed better, as per the responses provided in Figure 5.36 (Problems experienced at expo).

Half the buyers (50%) found the Buyers' Day Programme 'satisfactory', 28.5% indicated that it was 'good', and 21.4% 'poor'. The indifference of some buyers was presumably due to various aspects pointed out above that hampered their ability to fully enjoy the DI Buyers' Day. The result shows that there was definitely an element of poor delivery associated with the event.

A highlight was that 57.2% of buyers felt that the organisation in terms of buyers' registration and event incorporation was 'good'; yet 14.2% specified that it was 'satisfactory' and 28.6% thought that it was 'poor'. This could be due to the fact, as some buyers mentioned, that there were long queues at registration on the Buyers' day.

Most of the buyers (78.7%) gave a 'good' response rating for the opportunity for buyer and exhibitor interaction (14.2% 'satisfactory' and 7.1% 'poor'), a very positive response regarding the DI Buyers' Day Programme as a whole. This result is also in line with the responses reported in Section 5.2.2.5, Engagement with buyers.

The buyers felt that the event information, signage and exhibitor visibility were 'good' (57.2%) (Although 28.6% found them only 'satisfactory' and 14.2%, 'poor'). Thus the majority of the buyers were happy with the event information, signage and exhibitor visibility, but it may be that these buyers were already familiar with the DI Buyers' Day Programme procedure. The 'poor' responses could derive from problems buyers faced during registration process as well as on the DI Buyers' Day.

The table on the next page represents a comparison between buyers' and exhibitors' responses about their level of satisfaction with each of the specified event aspects.

**Table 5.31: A comparative table for buyers and exhibitors**

Event aspect	Poor		Satisfactory		Good	
	Buyer	Exhibitor	Buyer	Exhibitor	Buyer	Exhibitor
Event theme, décor, layout	21.4	2.2	14.2	13.3	64.4	84.5
Venue	7.1	3.2	21.4	8.3	71.5	88.4
Organisation – buyers’ registration and packages	28.6	13.3	14.2	15.5	57.2	70.7
Opportunity for Buyer and exhibitor interaction	7.1	4.4	14.2	16	78.7	79
Event Information, signage and exhibitor visibility	14.2	5	28.6	12.2	57.2	82.9

The results presented in Table 5.31 show that the majority (more than 50%) of the buyers and exhibitors provided positive feedback (good ratings) regarding their level of satisfaction with all aspects of the event. The following negative responses should nevertheless be taken into account:

- Over 20% of the buyers stated that the event theme and décor were poor, compared with only 2% of exhibitors, who also registered a ‘good’ response of well over 80%. This could be due to the fact that the buyers had no involvement in choosing the layout, the exhibitors being the ones who were informed beforehand about the type of exhibition stand and design that would be available. From the buyers’ perspective, some exhibition stands were not available and some were incomplete, possibly resulting in a disappointing overall impression.
- In terms of remarks about the venue, there is a notable 28.5% ‘satisfactory’ or ‘poor’ response from the buyers. Tying in with their perception from an attendee’s point of view and the amount of information they received about the event, signage and exhibitor visibility, this is a clear indication that some buyers were not entirely pleased with the information provided, or with the layout of the event.
- It should be noted that 42.8% of the buyers stated that the organisation of the buyers’ packages and registration was either poor or satisfactory, a rather negative perception of how the process was handled. Again, due to various problems

mentioned in section 5.3.4.4, buyers were unfortunately at a disadvantage in this regard.

- The results provided in the opportunity for interaction category show that buyers and exhibitors have more or less the same feeling regarding the interaction. Although some buyers/exhibitors felt that they were put at a disadvantage, the vast majority of the respondents (79% for both buyers and exhibitors) were able to utilise the time well once the problems of set-up had subsided.

Overall, Table 5.31 reveals that buyers clearly responded more negatively than sellers to the statements provided. It is evident that such problems as occurred affected them more than exhibitors and resulted in a relatively low level of satisfaction with the event.

#### 5.3.4.3 Comparison of 2013 and 2014 Buyers' Days

The table on the next page (Table 5.32) reveals buyers' comparison of the 2013 and 2014 Buyers' Days by way of rating: bad compared to previous, similar to previous or better than previous.

**Table 5.32: Comparison of 2013 and 2014 Buyers' Day (in %,  $n = 12$ )**

Event Aspects	Bad compared to previous	Similar to previous	Better than previous
Buyers' day programme	25	58.3	16.7
Buyers' Registration Process and packages	25	50	25
Information before and during event	33.3	41.7	25
Venue	33.3	41.7	25
Atmosphere	33.3	50	16.7
Theme	16.7	50	33.3

In Table 5.32, there is a clear indication that 58.3% of the buyers felt that the Buyers' Day Programme was 'similar to the previous' Buyers' Day, whilst 16.7% found it to be 'better

than the previous' and 25% thought that it was worse than the previous Buyers' Day. This seems to be in line with results previously reported, regarding buyers' levels of satisfaction (Section 5.3.4).

The majority of the exhibitors stated that the buyers' registration process and packages were 'similar to previous' years (50%), while 25% thought them 'bad' compared to the previous year and 25% 'better' than the previous year. This shows once again that buyers were more positive about the process, package and incentive for registering for the Buyers' Programme than unhappy; this can be supported by the responses that were reported in Figure 5.20 (Level of interest in event).

Less than half the buyers (41.7%) stated that the information provided before and during the event was 'similar to previous', 33.3% stated that it was 'bad compared to previous' and 25% stated that it was 'better compared to the previous Buyers' Day. The responses given show that the majority of buyers were indifferent about the information that they received or they were displeased with the level of service that they received. Once again, these responses are evident in the narrative responses that buyers provided in Section 5.3.4.4 (problems experienced at the DI Expo).

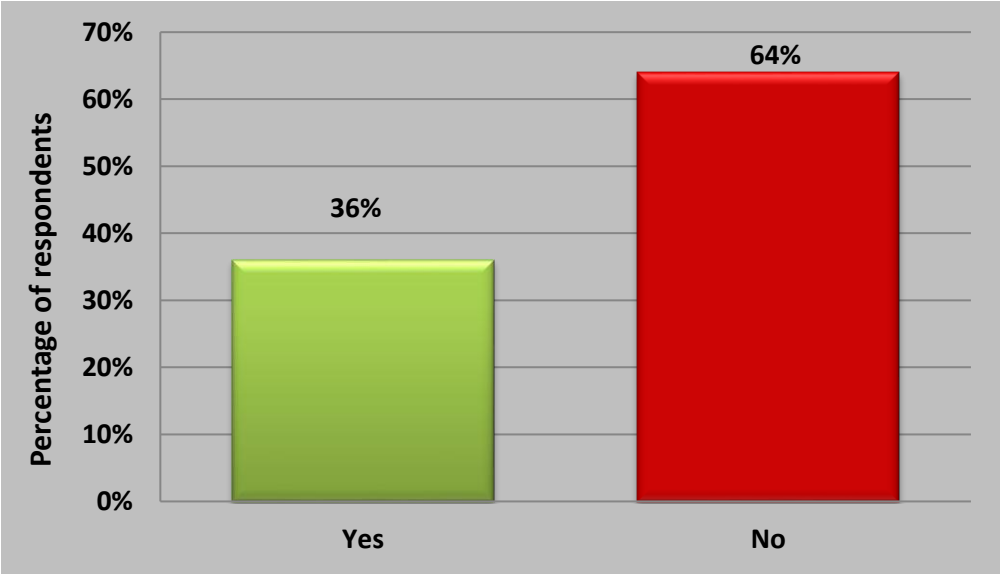
About 41.7% of the buyers stated that the venue for the event was 'similar to previous', 33.3% stated that it was 'bad' compared to the previous event and 25% felt that it was 'better' than the previous Buyers' Day. These results show that the majority of the buyers were indifferent about the venue or were displeased with it. Once again, these responses are evident in the narrative responses that buyers provided in Section 5.3.4.4 (problems experienced at the DI Expo).

The majority of the buyers stated that the atmosphere of the event was 'similar to previous years' (50%), 33.3% that it was 'bad' compared to the previous year and 16.7% 'better than the previous year'. This reflects the problems faced at the venue and also the experience of some buyers that it was a 'quiet' day'.

Half of the buyers (50%) felt that the theme of the Buyers' Day was 'similar to the previous' Buyers' Day, whilst 33.3% found it to be 'better than the previous' and 16.7% found it 'bad' compared to the previous' Buyers' Day. This result may be compared to previous statements provided by buyers, in which they were both positive and negative their levels of satisfaction with the event (Section 5.3.4).

In conclusion, the 2014 Buyers' Day was seen as similar to the 2013 Buyers' Day in most respects, with the registration processes and packages remaining unchanged. The problems that occurred at the Buyers' Day during set-up and registration are what created the opinion that the event was inferior to the 2013 Buyers' Day. On the other hand, 2014 Buyer's Day delegates felt that the theme was better than the previous year's event, therefore meaning that the content of the event is continuously improving to meet industry standards.

**5.3.4.4 Problems experienced at the DI Expo**



**Figure 5.36: Problems experienced at the DI Expo (in %, n = 14)**

The majority of buyers (64%) claimed not to have experienced any problems, although 36% indicated the opposite. Among the problems experienced were that buyers were unable to get to the hall on time on the Buyers' Day, due to the fact that queues at the

registration area were very long, registration ran out of buyers' badges, and breakfast was not included even though that had been advertised (information was not clearly communicated). Buyers' were objective in noting that this was the first time that this had ever happened at the DI Buyers' Day. They also pointed out that the fact that the service providers were also not set up timeously, made them miss out on the opportunity to view other exhibitors who were not fully functional (no lights, plug points or incomplete booths) even up until lunch time. The buyers also experienced problems with parking, which was either insufficient or inadequately signposted. One buyer was too exasperated to specify his/her problems, countering: "(There are) too many (problems) to quantify but will do a letter to organisers".

#### 5.3.4.5 Possible future attendance of the DI Buyers' Day Programme

No event takes place in isolation, and events need a consistent audience to remain successful (Tassiopolous, 2010:68). In Figure 5.37, 86% of the buyers indicate that they might possibly attend the buyers' programme in the future, while 14% state that they would not. This means that despite the fact that there were problems experienced by the buyers, high levels of future attendance may still be expected (Section 5.3.2.6).

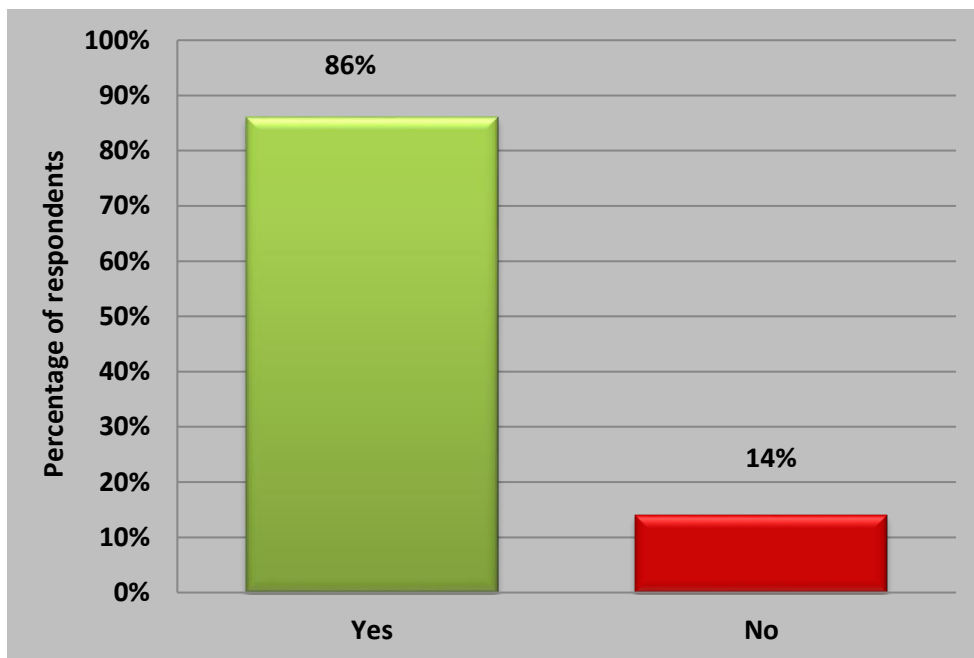


Figure 5.37: Possible future attendance of the DI Buyers' Day Programme (in %,  $n = 14$ )

### 5.3.4.6 Recommendation of the DI Buyers' Day Programme to the public

WOM Marketing can be both good and bad: a positive WOM is the best way to market any brand, while negative WOM can destroy your image as fast as it can spread (Kumar, Petersen & Leone, 2007:120). Buyers were asked if they would recommend the DI Buyers' Day Programme to friends, family, colleagues and the general public; 64% responded in the affirmative and 36% negatively.

In terms of its economic contribution, the DI Buyers' Day would continue to benefit from the majority spreading the word, in the hope of growing the programme and ensuring that more people are aware of the event. The more people there are attending the DI Buyers' Day, the more income potential there is for the DI and for producing a ripple effect on the economic contribution it makes to tourism in Cape Town.

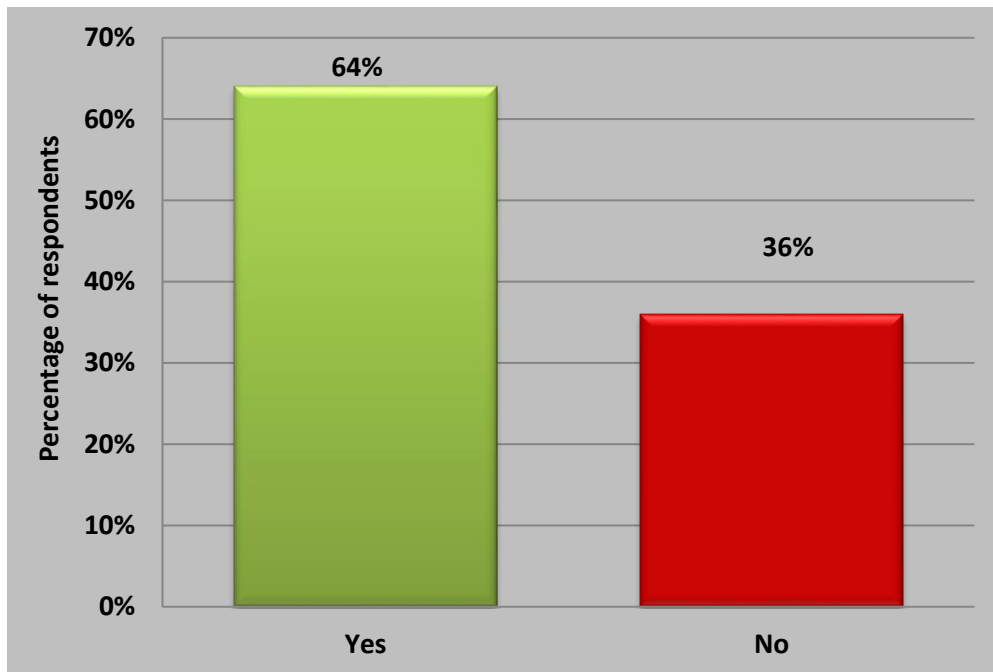


Figure 5.38: Recommendation of DI Buyers' Day Programme to public (in %,  $n = 14$ )

## 5.4 Key Informant Interviews and observations

Key Informant Interviews were conducted before the event in order to gain insight into the DI Buyers' Programme structure, marketing aspects and overall planning aspects of the event. The stakeholders who were contacted included the organisers of the event, IA, as well as the WCPG, specifically The Department of the Premier.

### 5.4.1 Profile of Stakeholders

#### 5.4.1.1 Type of organisation

According to Course Hero (2017:1), organisations are "simply groups of people working towards the same goals or having the same purpose". The results in Figure 5.39 show that 50% of the stakeholders are within the government sector and 50% within the private sector.

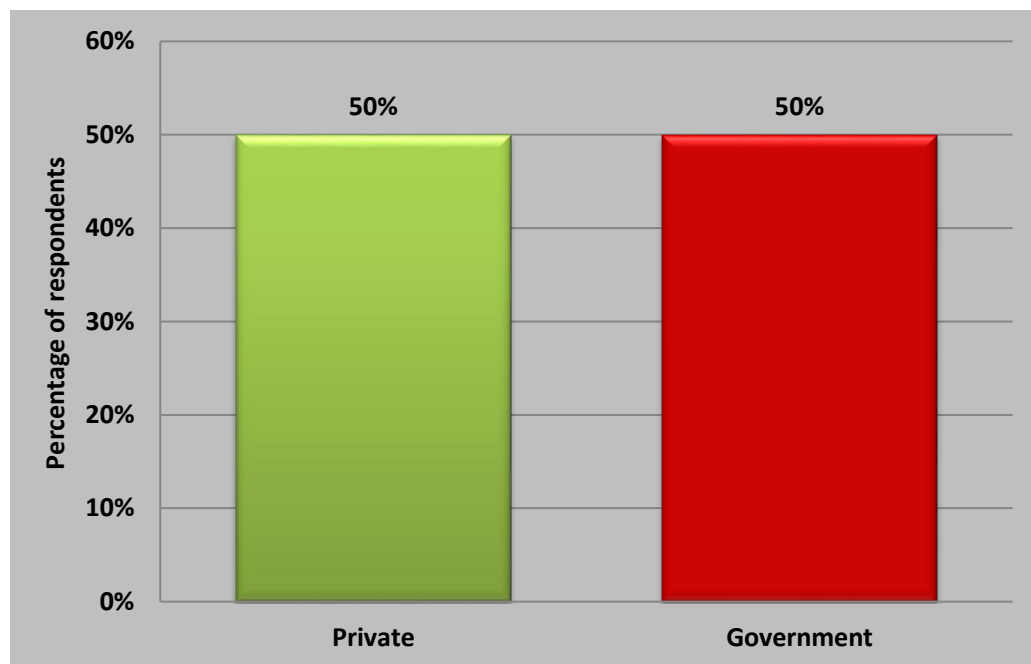


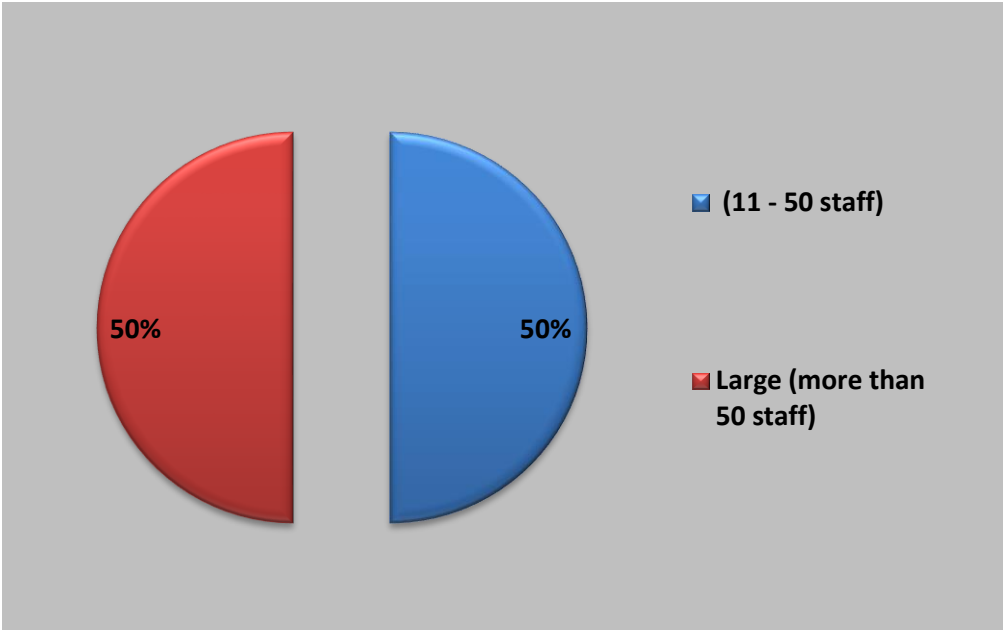
Figure 5.39: Type of organisation (in %,  $n = 2$ )

#### 5.4.1.2 Number of employees in company

A company's success primarily depends upon employees' performance; therefore, having the right amount of staff with the correct skills is vital (Small Business Chronicles, 2017:1).



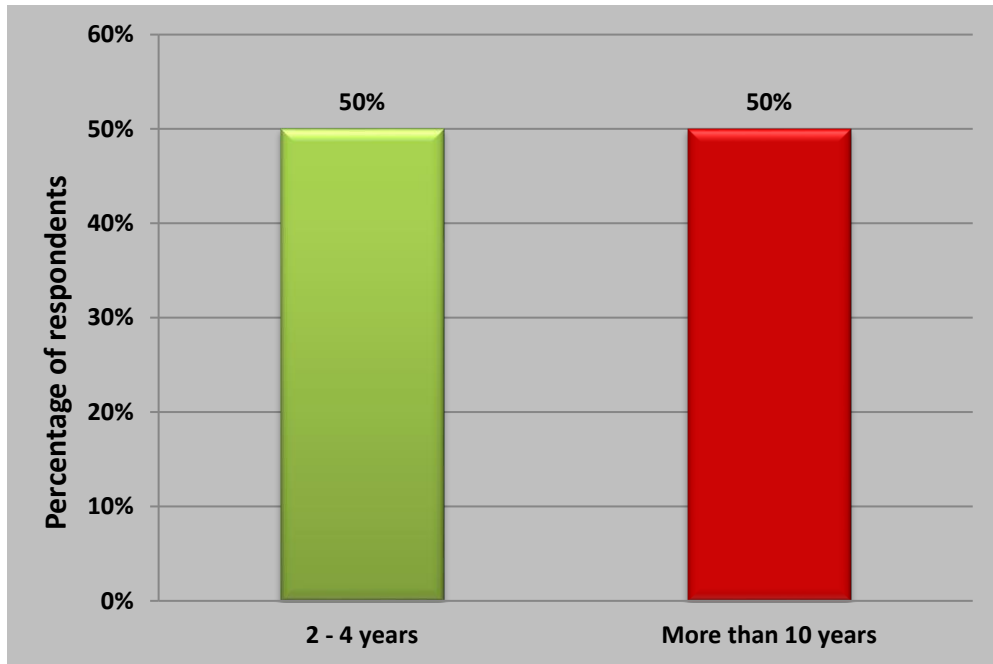
The results in Figure 5.40 show that half of the stakeholders (50%) have between 11 and 50 employees (a typical figure for a private company), and the other half (50%) more than 50 employees. This too is in line with the fact that the WCPG has a large number of employees working in various departments, though in this case only eight of the employees in the Department of the Premier were involved in the planning of the DI Buyers' Programme.



**Figure 5.40: Number of employees in organisation (in %,  $n = 2$ )**

**5.4.1.3 Number of years involved in DI**

Half of the stakeholders (50%) reported being involved in the DI Buyers Programme for two to four years, the other half claiming an involvement of more than 10 years, specifying that they had been organising the event since its inception in the year 2004.



**Figure 5.41: Number of years involved in planning DI Buyers' Programme (in %,  $n = 2$ )**

#### **5.4.1.4 Role as a stakeholder of the DI**

The event organisers stated that their role was to plan, organise and host the entire Design Indaba through the help of various stakeholders and sponsors. The WCPG stated that they provided DI with financial and non-financial support, while also maintaining relationships with the organisers to exchange ideas on how to improve the event and share their knowledge with the rest of the events sector.

### **5.4.2 Buyers' Programme Structure**

In this section, stakeholders were asked a series of questions relating to the structure of the DI Buyers' Programme in order to identify how it operates, what benefits it has for buyers and exhibitors, how it is marketed and what contribution the stakeholder can make to ensure that it is successful.

#### **5.4.2.1 What the Buyer's Programme entails**

The stakeholders maintained that the DI Buyers' Programme is a special day where the expo floor is open a day early only to local and international buyers, allowing them to

interact with exhibitors face to face. The event is open to all buyers within various industries, but primarily retail and design. These buyers come from across the globe in order to attend the event; they register for the event online and are then given a buyers' package (accreditation, buyers' guide including all exhibitors' information and exclusive breakfast for buyers only) once they arrive at the CTICC on the day of the event.

#### **5.4.2.2 How the DI Programme is marketed**

In the stakeholders' responses the WCPG stated that the Buyers' Programme is primarily marketed online (DI website) and via word of mouth. The organisers' stated that they send the buyers newsletters from Design Indaba together with updates on exhibitors throughout the year. Furthermore, they also approach embassies, local government organisations, and South African Tourism/Cape Town Tourism to publicise the Buyers' programme. They noted that the biggest draw card appears to be what the event promises; that is, by word of mouth from previous buyers who have attended and the extensive global network that DI has developed.

#### **5.4.2.3 The benefits of enrolling in the DI Buyers' Programme**

The stakeholders were asked what benefits there are for buyers who enrol in the programme. The responses from stakeholders were follows:

- The programme allows opportunities for trade deals
- Opportunity for importing and exporting to be explored and secured by buyers/exhibitors.
- Buyers receive a Buyers' guide with all the necessary information on exhibitors, access to the special Buyers' Day, access to the Expo over the entire duration, design indaba newsletters through the year.
- DI also encourages organisations such as Cape Town Tourism and Wesgro to the host the more influential buyers. Wesgro hosts a breakfast for the buyers on the Expo floor on the trade day.
- The buyers may attend the film fest, the music circuit and of course, register for the conference (this would be paid for).

#### **5.4.2.4 Form of contribution that the stakeholders can make to ensure that all buyers and exhibitors benefit from the Buyers' Day Programme**

In their responses to this question, the WCPG stated that although they could make no direct contribution, their assistance in planning the event consisted of making sure that their projects centred on the DI Expo were successful in benefitting both buyers and exhibitors for trade and development purposes. The event organisers claimed that organising a specific trade day that allows buyers and exhibitors to interact without interruption is their main contribution, though they also appoint staff to assist with queries on the expo floor on the day in question. Furthermore, the organisers do the pre-marketing and run the registration process to ensure that there is major buyer representation from abroad. Delegates to the conference and international speakers are allowed onto the Expo floor to ensure extra exposure for exhibitors. Exhibitors in turn need to utilise the opportunity and market themselves as much as possible.

#### **5.4.2.5 Awareness of any partnerships or business opportunities that have been formed by buyers and exhibitors as a result of the Buyers' Day**

The results presented in Figure 5.42 show that 50% of the stakeholders were aware of business opportunities negotiated by buyers and exhibitors as a result of the Buyers' day, whilst 50% stated that they were unaware. The stakeholders were further asked to state if they were aware of the economic value of these business opportunities and if they were involved in any of the partnerships. The answer was that they were not involved in the partnerships or the projects, apart from playing a facilitation role. The event organisers explained that they conducted a survey among exhibitors immediately after the event and again three months later, in which exhibitors are expected to provide them with data on their sales. Thereafter, the event organisers commission an economic impact analysis based on this data, which is prepared independently by economists associated with the UCT Graduate School of Business.

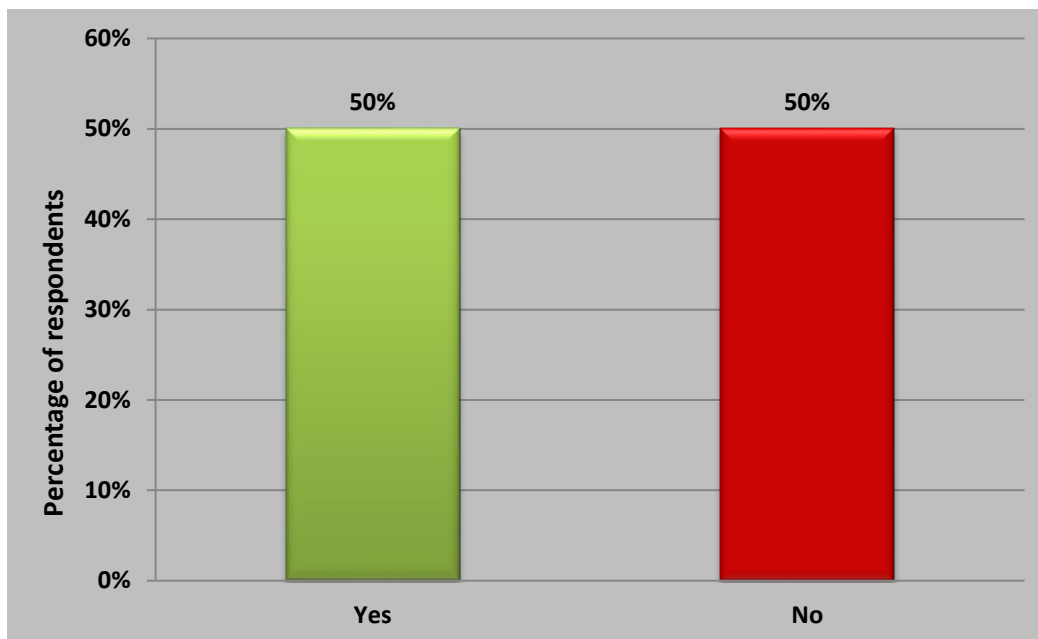


Figure 5.42: Awareness of business formed by buyers and exhibitors (in %,  $n = 2$ )

### 5.4.3 Satisfaction with event

In this section, stakeholders were asked to define their level of satisfaction with the DI Buyers' Programme, including their opinion on the suitability of the venue and event location, the marketing and publicising of the event as well as the overall organisation of the event. Lastly, they were also asked if they would be involved in organising or planning the event in future.

#### 5.4.3.1 Venue and location of the DI Buyers' Programme

The event organisers stated that they were satisfied with the venue and location, and indeed considered it perfect. The other stakeholder concurred, remarking that the venue and location were well suited to the event.

#### 5.4.3.2 Marketing and Publicity of the DI Buyers' Programme

The stakeholders declared that they were both satisfied with the marketing of the event as they felt that it had been able to reach its specified target market.

### 5.4.3.3 Organisation of the DI Buyers' Programme and packages

The stakeholders felt that the DI Buyers' Package was suited to the aim of the programme. The cost of a separate Buyers' Day was significant and was the sole responsibility of the event organisers.

### 5.4.3.4 Degree of agreement with statements

The following table was used to identify the level of agreement that stakeholders had regarding statements provided about the DI Buyers' Programme. The levels of agreement could be expressed as follows: SD – Strongly Disagree, D – Disagree, N – Neutral, A – Agree, SA – Strongly Agree.

In Table 5.33, there is a clear indication that both stakeholders strongly agreed with the following statements:

- *This event profiles Cape Town as a tourism destination*
- *This event is important for the economy*
- *This event creates job/ business opportunities*
- *This event promotes local businesses (specifically in Cape Town)*
- *This event allows DI to grow internationally and locally*

These responses are aligned to the fact that the DI is a Cape Town event which promotes local businesses (primary exhibitors and emerging creatives) within Cape Town, while the attendees are international buyers from across the globe who travel for the event and for the leisure activities that Cape Town has to offer. The buyers therefore contribute economically to the DI, to surrounding businesses such as tour operators or restaurants that they visit outside of the DI event. Their economic activity event expenditure, tourism activities and trade with exhibitors contributes to the economy as a whole.

In the following statement, *this event is worthy of its economic value*; 50% of the stakeholders strongly agreed to the statement whilst the other half agreed to the statement. Both responses were positive in terms of outlining the worthiness of the Buyers' Programme, that is, in agreeing that buyers gain various benefits and business

opportunities which are worth the event cost. In respect of the statement, *this event encourages a frequent return rate to the DI Expo (annually)*, 50% of the stakeholders strongly agreed with the statement whilst the other half disagreed with it. These results are in line with the fact that both buyers and exhibitors have stated that they would return to the event again and have provided responses that show that they have attended the event more than once. Lastly, the statement, *this event created full benefits for everyone who participates/ enrolls in the DI Buyers' Programme*, shows that half of the stakeholders agreed with the statement whilst the other half responded neutrally. This corroborates the fact that some of the buyers did not feel they had benefitted from the event, as seen in the results presented in Figure 5.24.

**Table 5.33: Statements about the DI Buyers' Programme**

EVENT ASPECTS	SD	D	N	A	SA
This event profiles Cape Town as a tourism destination					100
This event is important for the economy					100
This event creates job/ business opportunities					100
This event promotes local businesses (specifically in Cape Town)					100
This event is worthy of its economic value				50	50
This event created full benefits for everyone who participates/ enrolls in the DI Buyers' Programme			50	50	
This event allows DI to grow internationally and locally					100
This event encourages a frequent return rate to the DI Expo (annually)				50	50

#### 5.4.3.5 Perception of problems that may occur (spacing)

The stakeholders did not perceive any particular problems associated with the event, although the event organisers were concerned about feedback that they received concerning the fact that exhibitors are sometimes inadequately prepared to meet/interact with buyers, and do not always have a feel for export processes.

#### 5.4.4 Next participation in organising DI Buyers' Programme

The results in Figure 5.43 show that 50% of the stakeholders stated that they would be involved in the organising of the DI Buyers' Programme in the future, while 50% were unsure. This is due to the fact that one of the stakeholders is one of the actual event organisers and therefore sees continued growth for and participation in the event. The other stakeholder is an invited partner that contributes to the Design Indaba through various projects that the WCPG is administering during a certain period. Given that the WCPG has been involved in DI for two to four years, there is a good possibility that they will in future be involved through new projects.

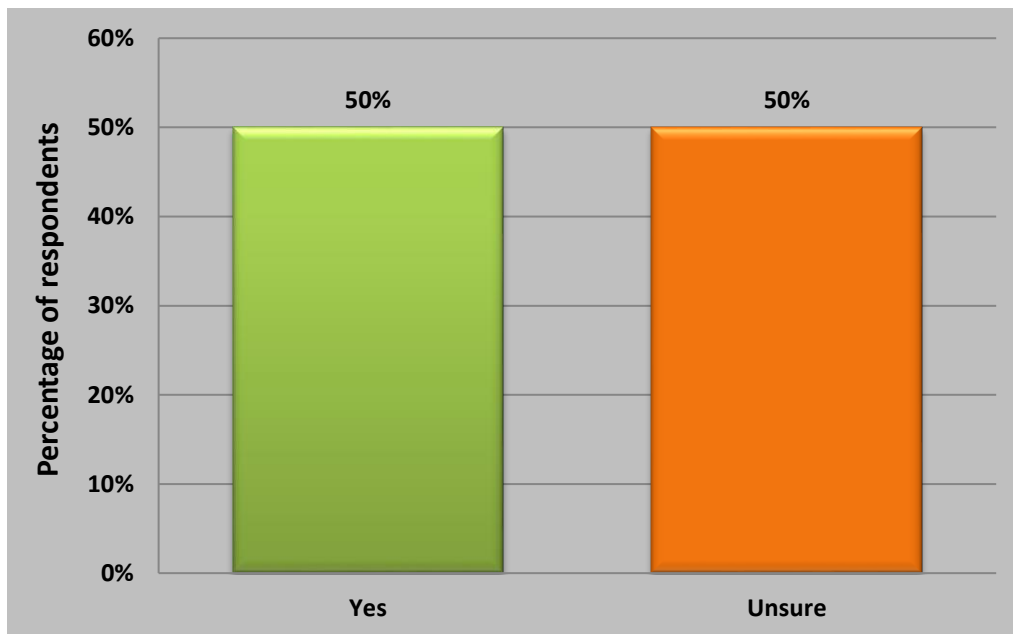


Figure 5.43: Next participation in organising DI Buyers' Programme (in %,  $n = 2$ )

#### 5.5 Summary

This chapter presented and analysed the data collected for the study by means of questionnaires comprising of open-ended questions and closed-ended questions divided into two surveys:

- Exhibitors' survey, which included a business profile, awareness and participation in the event, satisfaction with the event.



- Buyers' survey which included a profile of buyers, awareness of and involvement in the event, buyers' spending patterns at the event, as well as perceptions and level of satisfaction with the event.
- Key Informant Interviews which included a profile of the stakeholders, buyers' programme structure, and their level of satisfaction with the event.

The data collected has been presented in the form of figures, tables and graphs; the findings have been discussed in detailed in the chapter in order to fulfil the aims of the study. The chapter has outlined various positive and negative repercussions of attending the hosting of the DI Buyers' Day Programme. Despite the low level of response from the buyers, the economic contribution that the Buyers' Day makes has been established. In the final chapter of this study Chapter Six, the research is summarised in order to reach conclusions and make recommendations for the Design Indaba Buyers' Day Programme and Interactive Africa as a whole.

## **CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS**

### **6.1 Introduction**

The previous chapter presented and discussed the research findings resulting from analysis of the data gathered from the research participants (buyers, exhibitors and key informants) and through observation at the study locale (CTICC). After summarising the results presented in the previous chapter, this final chapter concludes the study, acknowledging its limitations and offers recommendations for practical action and further research.

### **6.2 Conclusions**

In Chapter 5, the results were presented and analysed according to the objectives set out in Chapter 1 (Section 1.5). These objectives are listed below and followed by discussion of the conclusions concerning each objective:

- To determine how much the buyers spend at the Expo and on what products/services.
- To determine how much local businesses have gained from DI buyers as an outcome of the existence of the DI Buyers' Day Programme.
- To identify how Cape Town as a destination and as a host city benefits from the buyers that attend the DI Expo.
- To identify the modifications that can be made to the DI Expo to increase buyers and visitors the event and to Cape Town as a result.

#### **6.2.1 Conclusions concerning the first objective**

The first objective of the study was to determine how much the buyers spent at the expo. Although there was a low response rate from buyers, the objective was met by obtaining an estimated amount from buyers who participated in the survey. The amount of buyers' expenditure at the DI Expo and in Cape Town (see Table 5.13) is a total of R124 884 (DI Tickets and Purchases at the DI Expo combined) due to the low survey responses received from buyers. The limitations of the study in relation to buyers canvassed (6.4.1)

explains why this figure is so low. A future study should aim to gain a much higher response from buyers in order to improve the data collected.

### **6.2.2 Conclusions concerning the second objective**

The second objective aimed to determine how much local businesses gained from DI buyers as an outcome of the DI Buyers' Day Programme. The objective was achieved, as shown by the results in Section 5.2.2.5. Local businesses (exhibitors) claimed that they benefited from the DI Buyers' Day through three key aspects: networking (70.2%), sales of products (61.9%), and the sharing of information/ideas (51.4%).

Furthermore, as seen in Section 5.2.3.2, 69% of local businesses revealed that they sustained a positive business impact as a result of the Buyers' Day. Key findings included sales on the day of the event, major brand exposure, good feedback from existing and potential clients, as well as relationships formed with buyers, stakeholders, service providers and other exhibitors. These factors all led to increased business opportunities for all parties, indicating a huge value of the Buyers' Programme.

### **6.2.3 Conclusions concerning the third objective**

The third objective of the study was to identify how Cape Town as a destination and as a host city benefits from the buyers that attend the DI Expo. The data collected revealed that the buyers engaged in the following activities:

- The mode of transportation to Cape Town for 30% of the buyers was air travel; these were mainly international buyers as local buyers revealed that they utilised their own vehicles (53%), the bus (6%) or rental vehicles (11%).
- Whilst in Cape Town, buyers showed that they used local modes of transportation such as rental cars (20%), public taxi (7%), DI shuttles (7%) and hired drivers (7%).
- In terms of accommodation, the majority of the buyers stayed in their own homes (local buyers) or with friends and family (local and international buyers). Buyers also utilised tourism establishments, with 14% of the buyers making use of guest houses and 7%, rental apartments.

Overall these figures suggest that the buyers thought of cost-effective ways to conduct their visit in Cape Town. It is noted that once in Cape Town, they used their own vehicles, travelled and stayed with friends, or used local transport services and DI shuttles. However, it should be noted that some of the buyers (Section 5.3.3.4: Duration of stay in Cape Town) stayed in Cape Town between four days and two weeks: being cost conscious allowed them to spend more on other tourism-related activities (Section 5.3.3.6 Attendance and support of tourism related activities). In this section the results showed that buyers participated in the following three key activities: eating at restaurants (87.5%), shopping (62.5%) and visiting tourist attractions and monuments (37.5%).

Buyers thus contributed to Cape Town tourism by spending time and money at various facilities and establishments. The results emphasise the buyers' identity as tourists, visiting Cape Town for leisure as well as business.

#### **6.2.4 Conclusions concerning the fourth objective**

The fourth objective of the study is to make recommendations to the event organisers and the key informants (stakeholders of the event) regarding improved planning, management and organisation of the DI Buyers' Day Programme. These recommendations, based on the key findings of the research, are presented in Section 6.3, below.

### **6.3 Recommendations**

#### **6.3.1 Recommendation 1: Increased Buyers' Days**

According to Ferdinand and Kitchin (2012:15), "events play a significant role in attracting higher-spending visitors to a destination". Increasing Buyers' Days would respond to the fourth objective mentioned in section 6.2.4. Therefore, if an event is hosted for more than a few hours or one day, the event organisers and host destination stand to gain more economic outcomes from the event. According to the feedback from both buyers and exhibitors, there needs to be more Buyers' Days. A single day appears not to have been sufficient for the following: set-up for service providers who assemble the shell structures for the exhibition booths, preparation of stands for exhibitors to display their products or

branding once the service providers have installed all the necessary components of the stand (lights, flooring, electricity and exhibition booth structured according to the exhibitors' request).

Increasing Buyers' Days to two or three days potentially means:

- More buyers attending the event; the different design categories could possibly be distributed over different days;
- Increased sales of tickets for the Buyers' Days and other related DI events that buyers and exhibitors would want to attend during their visit to Cape Town;
- Increased tourism, due to the fact that buyers will spend more time in Cape Town. Their economic contribution should increase and can be quantified by assessing their reported spending.

### **6.3.2 Recommendation 2: Improve international marketing**

Entering an international market is one of the ways to grow a company, expand its position or image in the market and also ensure its survival (Cant, 2013:61). The DI has aimed to make the Buyers' Day an event drawing an international market and thus sustaining itself for five years. However, both buyers and exhibitors mentioned WOM and the DI website as the main sources of marketing for the programme, and insisted that more strenuous efforts need to be made to penetrate the target market.

Design Indaba could aim to achieve this by:

- Marketing the event directly to the various design industries and associations in order to expand the international reach
- Advertising internationally to market the event on international media platforms across the globe
- Researching other purchasing preferences that international buyers may be leaning towards in order to plan innovative ways of reaching the intended market.

Essentially, the purpose would be to increase the quality of buyers by accumulating a greater connection with the international market. The aim is to increase in the number of international visitors, who will not only be in Cape Town to attend the DI Expo, but will

also be in Cape Town to attend other DI events and other tourism related activities. Therefore, the aforementioned will then inevitably result in international visitors' spending money at the event and in Cape Town; which responds to the third and fourth objectives (sections 6.2.3 and 6.2.4).

### **6.3.3 Recommendation 3: Increase 'exclusive' social event opportunities solely for buyers and exhibitors**

According to Oklobdzija (2015:84), social events play a significant role in human society as they are created for the purpose of public display, united celebration as well as civic ritual. Whilst the DI event as a whole has various entertainment and engagement opportunities for delegates (such as the conference, exhibition, Li Edlkoort workshop, FilmFest, Buyers' Day or student simulcast), the responses of both buyers and exhibitors indicated that there is a lack of social opportunity solely for buyers and exhibitors to connect.

The DI Buyers' Day is a business platform that provides a limited timeframe for interaction. In aims of fulfilling the first and second objective (section 6.2.1 and 6.2.2), perhaps the DI needs to consider a 'Pre-Buyers' Day' event (on the Wednesday), a cocktails evening including a welcome and registration for buyers in order to:

- Create a comfortable environment for international buyers to feel welcomed appropriately by DI, not only to the event but to the city of Cape Town, RSA or Africa at large.
- Reduce the chaos of the registration process on the morning of the Buyers' Day
- Give buyers the chance to meet the exhibitors beforehand, especially if they have already contacted each other online in lieu of meeting at the event face to face.
- Provide an opportunity for buyers to be able to ask relevant questions regarding the products/services that they will see at the exhibitors' stands.
- Provide an opportunity for first-time exhibitors and emerging creatives to ask exhibitors who have previously exhibited at the expo relevant questions regarding the process.
- Add value to the DI image and to the organisation of the event.

#### **6.3.4 Recommendation 4: Pair buyers and exhibitors in Design categories to match their markets**

The major challenge on the expo floor during the Buyers' Day was for buyers to find exhibitors matching their product needs. This was due to the floor plan being changed close to the event date. This meant that the updated version was not available beforehand, and resulted in buyers only receiving the printed copy at the registration desk on the morning of the event. In order to improve upon this system and accommodate possible changes that may be required, an event application can be created in order to continuously update information regarding floor plans or other arrangements. This will be an advanced and prompt means of communication for both buyers and exhibitors. The 'Pre-Buyers' Day' event can also be used for this purpose.

A colour-coded registration method could be introduced in order to identify the different industries that buyers belong to (the relevant colour could feature on a lapel badge). These coded colours could then be matched with particular exhibitor stands, for example green could be for the Jewellery Design industry, which would be indicated in that colour on the floor plan. This would improve the way in which the stalls are laid out, giving a clear and accurate indication of where to find all the jewelry stands (green colour code), even when some exhibitors have been removed or more have been added to the floor plan. Most importantly, this will foster an easy-to- negotiate space for exhibitors and buyers with similar interests to network and conduct business.

The above mentioned recommendation aims to respond to fulfil the second and fourth objective provided in sections 6.2.2 and 6.2.4.

#### **6.3.5 Recommendation 5: Obtain government departments to take responsibility for the DI Buyers' Programme**

The DI is one of the biggest of all trade shows (exhibitions, expositions) in RSA as it attracts the largest number of buyers to RSA. This is a significant opportunity for exhibitors to grow their businesses and possibly begin exporting. It is therefore important for the

opportunity to be managed appropriately in order for both local and international participants and attendees at the event to maximise the rewards of the programme.

The DI Buyers' Day Programme should be supported by a government department(s) that will take responsibility for the programme and ensure that it reaches the next level by providing funding for it and committing to executing it independently. This means that it would be ideal to have government host the DI Buyers' Day Programme because government is better equipped to assist with matters of export trade, production of products, service terms and conditions, as well as how to handle interaction with international markets. The registration process and the outcomes of the programme would be handled by government as an initiative to increase trade and tourism within Cape Town.

This recommendation aims to respond to all four objectives mentioned section 6.2.1 – 6.2.4.

### **6.3.6 Recommendation 6: Create partnerships with local tourism entities**

The DI International Buyers' Day Programme primarily focuses on connecting international buyers with the South African market. International buyers along with other South African buyers from outside Cape Town have a keen interest in tourism-related activities during their stay in Cape Town, as was seen in Section 5.3.3.6. In aims of fulfilling the first objective (6.2.1) and more especially the third objective (6.2.3), this is a good opportunity for DI to create partnerships with local tourism entities in order to generate additional revenue, perhaps compiling tourism packages and leisure activities with the tourism entities. Buyers could then opt to register for these packages in addition to their buyers' registration. DI can monitor this registration process in order to facilitate buyer discounts through special referral rates (DI special) for buyers who are seen as tourists in Cape Town during the tourism Peak Season (summer). Furthermore, a direct contribution directly linked to Design Indaba would improve on the event's ability to contribute to Cape Town's tourism and economy.



### **6.3.7 Recommendation 7: Evaluate the economic measure of the fees attached to the Buyers' Programme**

As indicated in Section 5.3.2.7 (Buyers' ability to secure business opportunities), 64% ( $n=14$ ) of the buyers were able to secure business, with a collective value of R92 000. This unfortunately was a low amount due to the fact that only 11 buyers responded to the research questionnaire. However, buyers also mentioned that other business opportunities secured included networking, connecting for future collaborative business projects and gaining new suppliers. Some buyers would subsequently be conducting business after the event.

As mentioned in the section on the limitations of the study (6.4.1), a poor response to the buyers' survey was received. Conducted differently in the future, a calculation of the fees attaching to the Buyers' Programme should be included to determine what the true benefits are that are received by buyers' post-event. This would help determine the true value of the programme by comparing the economic factors (money spent at the event, during stay and travel to Cape Town specifically for the DI Buyers' Day) to the delivery of the Programme, revealing its multiplier effect and the contribution it makes to the GDP. This will fulfil the first objective (6.2.1) of being able to determine how much the buyers spend at the Expo and specifically on what products or services.

## **6.4 Limitations of the study**

### **6.4.1 Buyers**

- Due to the nature of the event and the purpose of the study, the buyers' surveys could not be conducted at the CTICC as the study aimed to receive post-event (Buyers' Day) responses.
- As a number of buyers were disappointed in the organisational aspects of the DI Expo, they lost interest in responding to the post-event surveys sent to them by the organisers. Only fourteen (out of the targeted sample) responded to the survey. Reaching the intended sample size would have contributed more comprehensive data and thus a broader and more reliable understanding of the phenomena investigated.

- Limited communication was allowed with the buyers, in terms of the number of e-mails that event organisers were prepared to send to the buyers on a monthly basis. This meant that, even though all the buyers received the survey; they only received it once a month.

These factors point to the need to deliver more information to buyers prior to the event day, in order to make them aware of the fact that a post-event survey would be circulated as a matter of importance towards achieving the objectives of the event.

#### **6.4.2 Exhibitors**

- Exhibitors were too busy to answer the survey at the event, which resulted in some surveys having to be completed during the main expo days (Friday – Sunday).
- The perception questions were time-consuming, which often made the respondents not interested in responding.
- Some of the exhibitors were unprepared in terms of business skills and training, which meant that having to complete the survey was a challenge for them: some sections needed to be explained in great detail.

Fieldworkers found an easier way of dealing with the lengthier and more challenging sections, asking the questions and then filling in the form themselves.

#### **6.4.3 Organisational aspects**

- The main concern was the late set-up of the Expo floor on the DI Buyers' Day, which caused a delay in conducting the data collection from the exhibitors' survey and appeared to result in a low number of survey responses from disappointed buyers after the event.
- In addition to the factor of late set-up, some of the exhibitors were too busy, which meant that the survey had to be completed at a later stage; on the DI Buyers' Day or the following days of the expo.

Fieldworkers noted that completing the survey after lunch time was much easier as by then the buyers had decreased in number.

### **6.5 Future research direction**

This research aimed to add to the existing literature on the tourism and events industry in Cape Town, providing a greater understanding of business events through a case study of the Design Indaba International Buyers' Day Programme.

The study found that the DI Buyers' Day Programme is viewed as an excellent occasion (despite feedback only coming from a few buyers) to promote business opportunities for international buyers as well as local exhibitors, and that the event has increased in terms of the numbers of both buyers and exhibitors. However, due to late communication with buyers, and delays within the event plan, there are concerns regarding the problems that were faced by the respondents (Sections 5.2.3.3 and 5.3.4.4), particularly in the management and organisation of the programme.

This study could therefore be expanded into an investigation of buyers' perceptions of the DI Buyers' Programme, focusing on the structure of the programme and determining its quality by comparing previous and most recently attended DI Buyers' Days. The aim would be to assist the event organisers and stakeholders to achieve greater results for the programme. The study could be expanded into a comparative study with an existing Buyers' Programme within RSA that also hosts international buyers. Alternatively, the DI Buyers Programme could be compared with an international Buyers' Programme outside of RSA in order to assess local organisation and management standards.

Furthermore, in relation to the sixth recommendation, a study focused on the direct economic contribution that DI makes to the tourism economy (based on tourism-related activities attended specifically by buyers) would be a useful area to explore as it isolates a key element of the current study. The economic contribution of the DI to the tourism industry of Cape Town could be measured, instead of a combined contribution as this study has done.

## **6.6 Summary**

The research was aimed at determining the economic contribution of the Design Indaba Buyers Programme. Although the responses on which the findings were based were far fewer than expected, the study nevertheless makes a contribution in the context of events, tourism, economic contribution studies, as well as to data on the Design Indaba. All relevant recommendations have been made to the event organisers and other stakeholders in order to assist in the future planning of the DI Buyers' Programme.

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## APPENDIX A: LETTER FROM INTERACTIVE AFRICA



15 October 2013

**Re: Study dissertation on Design Indaba conducted by Zimkitha Bavuma**

**Dear Professor Swart**

Zimkitha approached our company, Interactive Africa, with a request to conduct a study on the Design Indaba's buyers program entitled: The economic contribution of the Design Indaba: A case study of the International Buyers' Programme.

This serves to confirm that we are happy to assist Zimkitha in this endeavor and assist her as per her requirements and any additional input she may require as part of her study. She has provided us with an indication as to what she will require from us, including an opportunity to survey our buyer base and at this stage, we see no obstacles to assisting her. We have, however, cautioned with respect to timing of the various commitments including interviews of team members as we are currently in a very busy period.

We look forward to working with Zimkitha on this study as we are certain it will provide very useful information to us as a company, but also to the larger event and tourism community.

We wish her well in her study program

Sincerely

A handwritten signature in black ink, appearing to read "Leshni Shah". The signature is fluid and cursive, with a long horizontal stroke at the end.

Leshni Shah

## APPENDIX B: ETHICAL CLEARANCE CERTIFICATE



P.O. Box 1906 • Bellville 7535 South Africa • Tel: +27 21 4603239 • Email: zouityf@cput.ac.za  
Symphony Road Bellville 7535

Office of the Chairperson Research Ethics Committee	Faculty: <b>BUSINESS</b>
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At a meeting of the Research Ethics Committee on 4 March 2014, Ethics Approval was granted to ZIMKHITHA BAVUMA (208133372) for research activities

Related to the MTech/DTech: MTech: TOURISM & HOSPITALITY MANAGEMENT  
at the Cape Peninsula University of Technology

Title of dissertation/thesis:	The economic contribution of the Design Indaba: A case study of the International Buyers' Programme  Supervisor: Prof Kamilla Swart
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**Comments:**

**Decision: APPROVED**

<hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> Signed: Chairperson: Research Ethics Committee	04 MARCH 2014  <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> Date
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<hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> Signed: Chairperson: Faculty Research Committee	<hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> Date
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Clearance Certificate No | 2014FBREC144

## APPENDIX C: ETHICAL CONSIDERATION LETTER



FEBRUARY 2014

### TO WHOM IT MAY CONCERN

The questionnaire has been designed to assist the student's research on "**The economic contribution of the Design Indaba: A case study of the International Buyers' Programme**". The student has been able to conduct a field study at the Design Indaba Expo where the Exhibitors had been surveyed onsite, the Buyers' survey which is a post analysis of both the event and the buyers' expenditure during their stay in Cape Town needs to be completed in order to provide an analysis of both results for the purpose and significance of the study.

#### **Objectives of the study:**

The study focuses on the economic contribution of the DI Buyers' Programme as a subdivision of all the DI initiatives. It aims to differ from UCT's Graduate School of Business' economic impact study which is based upon visitors' spend by solely focussing on establishing the economic value that buyers contribute through being a part of the DI Expo. Furthermore, it sets out to establish what business benefits arise from enrolling in the Buyers' Programme (for both the buyers and exhibitors) and the consequent economic contribution the Programme makes to local businesses. Finally the study will identify how Cape Town as a destination and host city benefits from the buyers that attend the DI Expo.

#### **Significance of the study:**

The research aims to make it easier to spot the trends and patterns of expenditure, as well as the perceived product/service interests of the buyers' from their responses. As an additional benefit this will be an opportunity to outline the experiences of participants (buyers and exhibitors) of the event in order to gather their input that can be considered for enhancing the DI Buyers' Programme specifically and the DI Expo more generally in the future (relayed in the form of recommendations).

Your kind co-operation to provide basic and relevant information regarding your perception about Design Indaba will be highly appreciated. The questionnaire is designed to be short and swift; ensuring that the time spent completing it shall not be an inconvenience to your schedule and time. The research findings may be made available to you on completion of the study. Should you require being informed about these findings please provide you may email the student at [zimkithabavuma@gmail.com](mailto:zimkithabavuma@gmail.com).

Your willingness to participate is greatly appreciated.

Thank You,

A handwritten signature in black ink, appearing to read "Zimkitha", written over a horizontal line.

Zimkitha Bavuma

MTech: Tourism and Hospitality Management student

Cape Peninsula University of Technology

## APPENDIX D: EXHIBITORS' SURVEY

### THE ECONOMIC CONTRIBUTION OF THE DESIGN INDABA: A CASE STUDY OF THE INTERNATIONAL BUYERS' PROGRAMME - EXHIBITORS' SURVEY

#### 1. BUSINESS PROFILE

1.1 Name of the stall: \_\_\_\_\_

1.2 What products or services are you providing?

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1.3 How many years has your business/company been operating?

0 -1 years	2 – 5 years	6 – 10 years	11 – 15 years	16 – 20 years	21 &above (specify):
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1.4 How many people are employed in your business/company?

0 – 5 staff	6 – 15 staff	16 – 25 staff	26 – 35 staff	36 – 45 staff	Other (specify):
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1.5 Which industry is your business/company classified into?

Marketing	Design	IT	Tourism	Media
Architecture	Education	Creative & performance Arts		Other(specify):

#### 2. AWARENESS AND PARTICIPATION IN EVENT

2.1 Have you previously exhibited at the Design Indaba Expo?

Yes	No
-----	----

2.1.1 If yes, specify the years?

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
------	------	------	------	------	------	------	------	------	------

2.2 How did you hear about DI Expo?

Radio / Television	Internet	Industry association	Tourism Brochure	Event Organiser
Word of Mouth	Previous attendance	Newspaper/magazine	Social Networks	Poster/flyers
Other (specify):				

2.3 What is the main purpose of your participation at the Design Indaba Expo? (multiple responses permitted)

Networking	
Sales	
Marketing	
Sharing information	
Business Opportunities	
Other (specify):	

2.3.1. What is the level of achievement of your purpose of participation?

Achieved	Somewhat achieved	Not achieved
----------	-------------------	--------------

2.4 Are you aware of the DI Buyers' Programme (the exclusive buyers' day at Expo)?

Yes	No
-----	----

2.5 Have you participated in engaging with the buyers by means of any of the following:

Networking	Sharing information/ideas	Sales of product	Providing service	Socialising at other DI Events
Other(specify):				

2.6 If not, any specific reason(s) for not engaging with the buyers:

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### 3. SATISFACTION OF THE EVENT

3.1 What is your level of satisfaction of the event? 1 – Poor, 2 – Satisfactory, 3 – Good, 4 – Excellent

Event aspect	1	2	3	4
Event theme, décor, layout				
Venue				
Organisation – exhibitors' registration and event incorporation				
Opportunity for Buyer and exhibitor interaction				
Event Information, signage and exhibitor visibility				
Other (specify):				

3.2 Has your business been impacted positively from the DI Buyers' Programme?

Yes	No
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3.2.1 If yes, please specify how?

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3.3 Have you experienced any problems at the Expo?

Yes	No
-----	----

3.3.1 If yes, state problems?

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3.4 Will you participate in the Expo next year again?

Yes	No
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3.4.1 If no, why not?

3.5 What would your recommendations be for the future of the DI Buyers Programme specifically and for the DI Expo more generally?

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**Thank you for your participation and assistance. ☺**



## APPENDIX E: BUYERS' SURVEY

### THE ECONOMIC CONTRIBUTION OF THE DESIGN INDABA: A CASE STUDY OF THE INTERNATIONAL BUYERS' PROGRAMME – BUYERS' SURVEY

#### 1. AWARENESS AND INVOLVEMENT AT EVENT

1.1. Are you are aware of the DI Buyers' Programme?

Yes	No
-----	----

1.2. How did you hear about the Design Indaba Buyers' Programme?

Television	Radio	Website	Newspaper/ magazine
Social Networks	Organisers	Word of mouth	Friends and family
Work/professional platforms	Travel Guide	Other(specify):	

1.3. How would you rate your interest in the event?

No interest	Low	Average	High	Very high
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1.4. Have you attended the DI Expo as a buyer before 2014?

Yes	No, it's my first attendance
-----	------------------------------

1.4.1. If yes, specify years attended (multiple responses permitted)

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
------	------	------	------	------	------	------	------	------	------

1.4.2. If No, what made you not attend?

No interest at the time	Other colleague(s) attended previously	Financial constraints	Tickets sold out	No time to attend
Other(specify):				

1.5. What is your purpose of attending the DI Buyers Programme? (You may tick more than one)

Networking	
Purchasing products at the Expo	
Introduction to new brands, products and services	
Sharing information	
Increase market exposure (new and existing clients)	
Increase sales	
Business opportunity	
Other (specify):	

1.6. Has the programme been able to benefit you in any of the above mentioned purposes?

Yes	No
-----	----

1.7. Have you been able to secure business opportunities with local and international companies that have also attended the DI Programme?

Yes	No
-----	----

In relation to the above mentioned, please indicate the nature of the project(s)/business you secured and the estimated value. You may specify expenditure value in South African rand (ZAR) or in your foreign currency.

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1.8. What is your level of involvement at the Design Indaba besides being a buyer?

Exhibitor	
Sponsor	
Conference delegate	
Contracted service provider	
Media representative	
Other(specify):	

## 2. BUYERS' SPENDING PATTERNS AT EVENT

2.1. What was your primary mode of transport to arrive in Cape Town?

I live in Cape Town	Own vehicle	Rental Car	Bus
Train	Flight	Other (specify):	

2.2. Which accommodation did you utilise during your stay in Cape Town?

Friends/Family	Own home	Rental Apartment/home	Hotel	Bed & Breakfast
Back packers lodge	Guest house	Hostel	Other(specify):	

2.3. What transport system did you use during your stay in Cape Town? (multiple responses permitted)

Friends/Family	Own vehicle	Rental Car	Bus	My citi shuttle
Train	DI Shuttles	Taxi	Cab service	Other( specify):

2.4. In attending this year's DI Expo, how long did you stay in Cape Town?

Attended the buyers day for a few hours	One day (buyers day only)	Two days	Three days	Four days	Five days	Six days
One week	Other (specify):					

2.5. During your stay did you attend or support any other DI related activities?

Yes	No
-----	----

2.5.1. If yes, which activities or events?

DI Conference	Young Designers Simulcast	Design Indabar	DI Film Festival	Emerging Creatives Workshop
DI Dine Around	DI Educators Workshop	Li Edelkoort	Blue Train	Di Music Circuit
Other(specify):				

2.6. During your stay did you attend or support tourism related activities?

Yes	No
-----	----

2.6.1. If yes, which activities?

Shopping	Restaurants	Specified tours	Tourism attractions and monuments	Leisure activities such as the beach
Nightlife	Entertainment	Other(specify):		

2.7. Are you travelling alone or with colleagues?

Yes	No
-----	----

2.7.1. If you are **NOT** travelling alone, please specify the number of colleagues you are with: \_\_\_\_\_.

2.7.2. Are you paying for your own expenses or are you sponsored by your company?

Own Expense	50% paid by company	Company	Other (specify):
-------------	---------------------	---------	------------------

2.8. Was the DI Expo/ DI Buyers' Programme the main reason for visiting to Cape Town?

Yes	No
-----	----

2.8.1. If No, what was your main reason for visiting to Cape Town?

\_\_\_\_\_

\_\_\_\_\_

2.9. Estimate the amount of money you spent at the Design Indaba Expo and in Cape Town. You may specify expenditure value in South African rand (ZAR) or in your foreign currency.

DI Indaba tickets(specify):	R
Travel (flights, bus trip, etc.)	R
Accommodation	R
Transport (car hire, bus taxi, etc.)	R
Food and restaurants	R
Purchases at the Design Indaba Expo	R
Entertainment (shows, theatre, etc.)	R
Shopping (stalls, malls, etc.)	R
Tourism related activities (tours, attractions, etc.)	R
Night life (Clubs, bars, pubs, etc.)	R
Other(specify):	R

2.10. Do the expenses reflected above also include the expenses of your colleagues?

Yes	No
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### 3. PERCEPTIONS AND LEVEL OF SATISFACTION OF EVENT

3.1. Please indicate your level of agreement the following statements about the event.

SD - Strongly Disagree, D – Disagree, N – Neutral, A – Agree, SA – Strongly Agree

	SD	D	N	A	SA
I feel confident that the DI Expo has been hosted successfully					
The venue was secure and safe for all those that attended the Expo					
Parking facilities and public amenities were easily accessible at the Expo					
The Di Expo was well organised and the level of service was of high standard					
The DI Expo will only benefit the rich and big businesses					
At the DI Expo, I go out of my way to purchase goods and services from local businesses					
The hosting of the DI Expo led to increased spending in the Cape Town thus giving economic benefits to the local community					
Local businesses in Cape Town increased their sales and profits during the DI Expo					
The DI expo contributed to increased employment opportunities and entrepreneurship					
The DI Expo promoted education, training and skills development to the local community					
The DI Expo had no negative social impacts					
The DI Expo attracted tourists to Cape Town					
The DI Expo attracted future business to Cape Town					
The DI Expo incorporated various Design elements to represent Cape Town as the Design Capital of 2014					
The DI Expo increased a positive media coverage for Cape Town					
I am more aware of tourism facilities in Cape Town after attending the DI Expo					

3.2. What is your level of satisfaction of the event? 1 – Poor, 2 – Satisfactory, 3 – Good, 4 - Excellent

Event Aspects	1	2	3	4
Event theme, décor, layout				
Venue				
Buyers 'Day Programme				
Organisation – Buyers' registration and packages				
Opportunity for buyer and exhibitor interaction				
Event Information, signage and exhibitor visibility				

3.3. **ONLY** answer this question if you previously attended the DI Expo. In comparing this year's Buyers' day to the previous one, how would you rate the following? 1 – Bad compared to previous, 2 – similar to previous, 3 – better than previous

Event Aspects	1	2	3
Buyers' day programme			
Buyers' Registration Process and packages			
Information before and during event			
Venue			
Atmosphere			
Theme			

3.4. Have you experienced any problems at the DI Expo?

Yes	No
-----	----

3.4.1. If yes, please specify:

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3.5. Would you attend DI Buyers' Programme again?

Yes	No
-----	----

3.6. Would you advise friends, family, colleagues and other people to enrol in the DI Buyers programme?

No	Possibly	Yes
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3.7. Any recommendations on how the DI Buyers Programme specifically and the DI Expo more generally could be improved?

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#### 4. PROFILE OF BUYERS

4.1. Are you a local or international buyer?

Local buyer	International buyer
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4.2. Gender

Male	Female
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4.3. What is your age? (In years)

18 – 25	26 – 35	36 – 45	46 – 55	Above 55 (specify)
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4.4. What is your nationality (country of origin)?

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4.4.1. If you are South African, which province are you from?

Western Cape	Northern Cape	Eastern Cape	Gauteng	Free State
Mpumalanga	North West	Limpopo	KwaZulu Natal	

4.4.2 If you are from the Western Cape, please specify which area you reside in:

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4.5. Highest level of education completed

No Formal education	Primary	Secondary	Diploma/ Certificate
	Undergraduate degree	Post Graduate degree	Other (specify):

4.6. Employment status

Independent	Online Shopper	Retail (large chain store/ boutique)
Hospitality gift store	Fashion/Design Blogger	Museum/Gallery
Fashion Designer	Student	Other (specify):

**Thank you for your participation and assistance. ☺**

## APPENDIX F: KEY INFORMANT INTERVIEWS QUESTIONNAIRE

### THE ECONOMIC CONTRIBUTION OF THE DESIGN INDABA: A CASE STUDY OF THE INTERNATIONAL BUYERS' PROGRAMME – KEY

#### 1. PROFILE OF BUSINESS

1.1. Name of organization

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1.2. What type of an organization is it?

Private	Public	Other (specify):
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1.3. What is the size of the organization?

Micro / Informal (1 – 4 employees)	Small (5 – 10 employees)	Micro / Informal (11 – 50 employees)	Large (more than 50 employees) specify:
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1.4. Average number of years in business as an event organizer?

< 1 year	1 – 3 years	4 – 7 years	8 – 10 years	> 10 years (specify):
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1.5. How long have you been organising the DI Buyers Programme?

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#### 2. BUYERS' PROGRAMME STRUCTURE

2.1. What does the Buyers' Programme entail?

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2.2. How do you market the Buyers' Programme?

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2.3. What are the benefits of buyers enrolling in this programme?

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2.4. What form of facilitation do you as the event organiser do in order to ensure all buyers and exhibitors benefit from the buyers' day?

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2.5. Are you aware of any partnerships of business opportunities that have been formed by buyers and exhibitors as a result of the buyers' day?

YES	NO
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2.5.1. If yes, are you aware of their economic value?

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2.5.2. If yes, are you involved in any of those partnerships or projects?

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**3. SATISFACTION OF EVENT**

3.1. What are your level of satisfaction with the venue and the location of the DI Buyers' Programme?

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3.2. Are you satisfied with the marketing and publicity of the DI Buyers' Programme?

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3.3. Are you satisfied with the organisation Buyers' Programme and packages offered to buyers?

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3.4. What problems, if any, do you expect to fact at the DI Buyers' Day?

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3.5. Will you be organising the DI Buyers' Programme again next year?

YES	NO	UNSURE
-----	----	--------

3.5.1 If yes, what improvements do you have for the DI Buyers' Programme?

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3.6. Please indicate your level of agreement with the statements provided below.

Key: SD – Strongly Disagree, D – Disagree, N – Neutral, A – Agree, SA – Strongly Agree

EVENT ASPECTS	SD	D	N	A	SA
This event profiles Cape Town as a tourism destination					
This event is important for the economy					
This event creates job/ business opportunities					
This event promotes local businesses (specifically in Cape Town)					
This event is worthy of its economic value					
This event created full benefits for everyone who participates/ enrolls in the DI Buyers' Programme					
This event allows DI to grow internationally and locally					
This event encourages a frequent return rate to the DI Expo (annually)					

3.6 Provide any additional comments or recommendations about the DI Buyers' Programme.

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Thank you for your participation and assistance. ☺



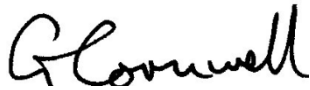
## APPENDIX G: EDITOR'S STATEMENT



1 March 2018

### TO WHOM IT MAY CONCERN

This serves to confirm that the Masters' thesis written by Zimkitha Bavuma, "The economic contribution of the Design Indaba: A case study of the International Buyers' Programme" has been edited to my satisfaction for language and presentation.



Professor David Gareth Cornwell (PhD)  
Editor, Centre for Postgraduate Studies