



Growing Events



Western Cape
Government

Events Incubation Conference

9 December 2015

SMALL TOWN SUCCESSES

**Exploring different event organisational models
and
the importance of the host town to the event's identity**

EVENTS REPRESENTED ON PANEL



DIAS FEES
FESTIVAL
WHERE CULTURES MEET



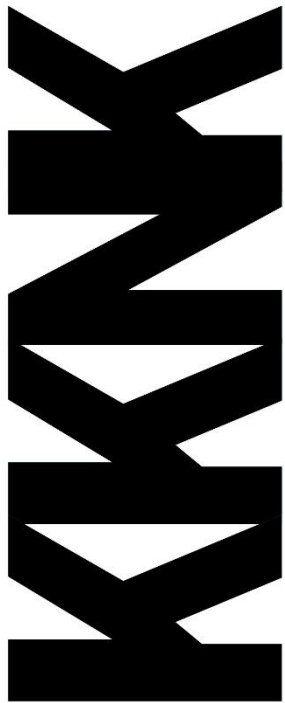
A CASE STUDY: KKNK



Kunste Onbeperk: Organisation model



History



KLEIN KAROO
NASIONALE
KUNSTEFEEES



KLEIN KAROO
NASIONALE
KUNSTEFEEES



The numbers



- **Economic Impact (Direct spending as a result of only)**
 - Oudtmun – R64,7 million = 8.6% of GGP
 - Western Cape– Between R170 and R180 million
 - Visitor days: 186,357
 - Tickets used: 121,197
- **Employment opportunities**
 - 534 temporary staff members employed by the KKNK.
 - ± 1,000 artists, in 200 productions, events and exhibitions
- **Demographics of Festinos**
 - Most (98%) from SA, of which 20% from the Oudtshoorn Municipality
 - Non-locals: WC (53%); EC (16%); Gauteng (14%)
 - 55% white; 37% coloured; 6% black
 - 83% Afrikaans speaking
 - Good spread over age groups: 18 – 25 (28%); 26 – 35 (22%); 36 – 50 (25%)
 - 72% have tertiary education
- **Event ratings extremely positive from locals and out-of-towners.**

Target markets & Content



Oudtshoorn – our context



#ALLEPAAIE



N1 Oudtshoorn ↗

24 - 30 Maart

www.kknk.co.za

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PANEL DISCUSSION



QUESTIONS



Thank you