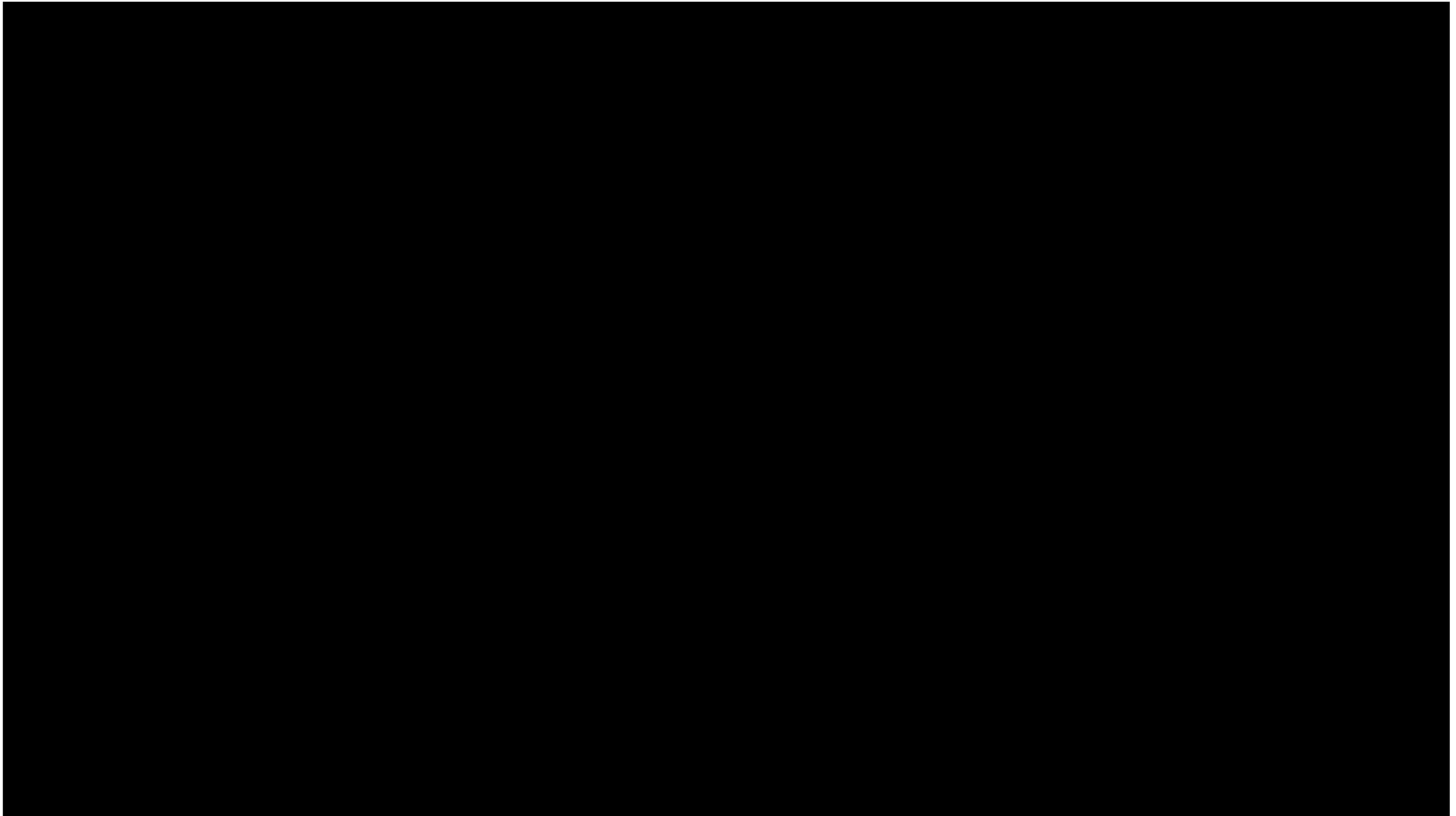




OMTOM ECONOMIC IMPACT ASSESSMENT

17 November 2016



2016 Economic Impact Study by WCG

- **WHAT DO THESE NUMBERS MEAN?**
- **WHY DO WE NEED THESE NUMBERS?**
 - Audience attention
 - Attendance/fees
 - City support
 - Sponsor support
 - Media support

Challenges and Opportunities

- **Admin Intensive**

Budgets – VIK/VAT

Databases

Numbers of spectators (relevance to the event)

- **Sponsors**

Confidentiality

Availability of information/process

Multiple events/admin

Categories

Challenges and Opportunities cont.

- **Suppliers**

Confidentiality
Multiple events

- **Organisational Elements**

Administrative
Risk
Compliance



Challenges and Opportunities cont.

- **Media**

Timing

Research & evaluation

Ownership of broadcast rights

- **Exhibitors**

Administrative

Field workers at event



Challenges and Opportunities cont.

- **Charities/Beneficiaries**

Contractual agreements/MOU

- **Governance**

Financial

Strategy

Performance

Stakeholder management



Challenges and Opportunities cont.

- **Sustainability**

Greening

Job creation/skills training

Legacy – 365 – collaborating with other events

- **Field Research**

Insight into runners/supports

Why/when/who/what

Impressions/constructive criticism

Locals/Nationals/Internationals

2016 Analysis

R675 million

How do we measure:

Passion, pride, sentiment, joy, feelings



*2016 Old Mutual Two Oceans Marathon
BrandsEye Media Monitoring Report - Top
Themes: Event Month March 2016

#RunAsOne



THANK YOU

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