

**Press statement by Minister of Finance, Economic Development and Tourism
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World Cup experience rated 9 out of 10

A snapshot exit poll conducted by the Provincial Government of the Western Cape among 2010 FIFA World Cup visitors has yielded overwhelmingly positive results.

The exit poll, amongst 50 respondents from 13 countries all here for the World Cup, was conducted on 30 June 2010 in the international departures lounge of the Cape Town International Airport. Its primary goal was to measure perception and experience.

Amongst visitors surveyed, 38% perceived the destination as safe, 36% felt really safe and 16% felt very safe. The remainder (10%), felt either unsafe or very unsafe. One respondent specified that he initially felt unsafe, but felt really safe toward the end of his stay. A respondent who claimed that he felt slightly unsafe was robbed on Long Street, and requested a better police presence.

The perception of the destination was much more positive than upon arrival. 46% indicated that they viewed the destination more positively. 50%, the overwhelming majority, indicated that they felt much more positively about South Africa since coming here. There were no respondents who indicated that felt more negatively.

Of all the respondents, not one indicated that they would not be returning to the destination. 32% indicated that they would return, and 66% indicated that they would return with their family. One respondent indicated that he might return. These figures suggest that hosting the World Cup has had a positive influence on the reputation of South Africa as a travel destination. If these results come to bear, we may see a boost to the economy around the tourist industry for years to come.

Traditionally, the top attractions in the Western Cape are Table Mountain (84% visited) and Cape Point (68% visited). Our respondents confirmed this trend, by marking these icons as in their top 3 non-football experiences. But in a substantial twist, the third most popular positive experience of World Cup tourists, were the people of the Western Cape, whom they claimed were 'friendly', 'fantastic', 'helpful', 'polite' and 'hospitable'.

Visitors gave their World Cup experience an overall rating of 9.06 out of 10. Remarkably, our one respondent who was robbed on Long Street, gave his World Cup experience a 9.

Summary 2010 FIFA World Cup Western Cape Exit Poll

- Snapshot among 50 recipients from thirteen different countries, top two countries were USA and England, predominantly males (M 82%, F 18%) with an average age of 40 years old.
- The questionnaire was held on Wednesday 30 June 2010 at the International Departure hall of Cape Town International Airport.
- The average respondent spent 10.38 nights in South Africa, and 7.64 nights in the Western Cape.
- The average group size was 6 persons. When viewed by profession, it appears that journalists and photographers travel in large groups as well as business people invited on a corporate trips.
- The Winelands was the most popular region visited outside of the City of Cape Town with 72% indicating that they visiting there.
- The most common types of accommodation were Hotels (60%) and guesthouses (32%). Please note recipients were able to choose multiple answers.
- Most indicated that they considered restaurant prices (70%) and accommodation (66%) to be moderate.
- The average spend on accommodation was 1199 ZAR per person per night, with an average spend of 912 ZAR per day on other. Given the fact that the average stay in the Western Cape was 7.64 days, this means that the total expenditure per day per World Cup visitor was $(7.64 \times (1199 + 912)) = 16\,128$ ZAR.
- The respondents indicated that they watched just under an average of three games each (2.86) in a stadium and viewed one game at the FIFA Fan Fest on average (0.94).
- Taxis (56%) were the prime mode of transport, followed by hire cars (36%). Please note recipients were able to choose multiple answers.
- The top 3 most positive non-football experience in the Western Cape were:
 1. Table Mountain
 2. Cape Point
 3. The people of South Africa
- The majority of the World Cup visitors perceived the Western Cape as safe. Responses showed that 38% felt save, 36% felt really save and 16% answered to be very safe. 10% felt unsafe or slightly unsafe.
- The return rate indicated by the respondents is 98%. 32% indicated they would return to South Africa, and 66% indicated that they would like to return with their family. 2% answered maybe.

- The perception of the destination is much more positive than upon arrival. 46% indicated that they viewed the destination as more positive than expected and 50% as much more positive than expected.
- The overall experience is rated as 9.06 on a scale from 1-10, of which 10 is the highest.
- Spain is the favourite to win the 2010 FIFA World Cup: Spain (32%), followed by Brazil (28%) and Argentina (20%).

Countries (13): USA, UK, Dubai, Netherlands, Hong Kong, Mexico, Scotland, China, Montenegro, Cayman Islands, Singapore, Switzerland, Germany.

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