

PMB BIKE CITY STATS



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Concept is to position PMB as the “bike city” of Africa hosting at least three of the eight International Cycling Union (UCI) disciplines, i.e. road, mountain biking and BMX.



**PAST
EVENTS**

<u>2008</u>	
Intakatech Worlds View Challenge	February
<u>2009</u>	
UCI MTB World Cup	April
UCI BMX World Cup Supercross	August
SA Nationals MTB	April
SA Nationals BMX	September
<u>2010</u>	
UCI BMX World Championships	August
<u>2011</u>	
UCI BMX Supercross World Cup	April
MTB National Series Event	April
UCI MTB World Cup	April
BMX National Series Event	September
Msunduzi Road Challenge	October
<u>2012</u>	
MTB National Series Event	March
UCI MTB World Cup	March
CSA KZN Challenge	April
BMX National Series Event	August
UWCT Final	August
<u>2013</u>	
MTB African Championships	April
BMX National Championships	July
UCI MTB Masters World Championships	August
UCI MTB World Championships	August
Msunduzi Road Challenge	October
<u>2014</u>	
MTB National Series Event - Enduro	April
UCI MTB World Cup	April
SA Track Championships	May
KZN Rainbow Challenge Marathon Qualifier	May
MTB Marathon National Champs	June
UCI MTB Marathon World Championships	June

Summary Statistics (2008 to 2014)

Provincial Government Contribution as a % of Total Costs	63%
Total International and National Riders + Crew	23 222
Total International and National Media + Officials	1 529
Total Number of International and National Visitors (Spectators)	123 350
Total Number of Participants (Riders, Crew, Media, Spectators etc)	148 101
Provincial Government Contribution per Participant	R 207
Number of Events - 2008 to 2014	27
Provincial Government Contribution per Event	R 1 132 778
Number of Participants per Event	5 485
Foreign Participants as a % of National Participants	16%
Provincial Government Contribution as a % of Total Visitor Spend	23%
Provincial Government Contribution as a % of Total Organizers Spend	85%
Total Costs Spend in PMB	74%
Total Revenue Raised for Hosting the Events	R 170 553 040
Total Revenue per Event	R 6 316 779
Total Revenue per Participant	R 1 152

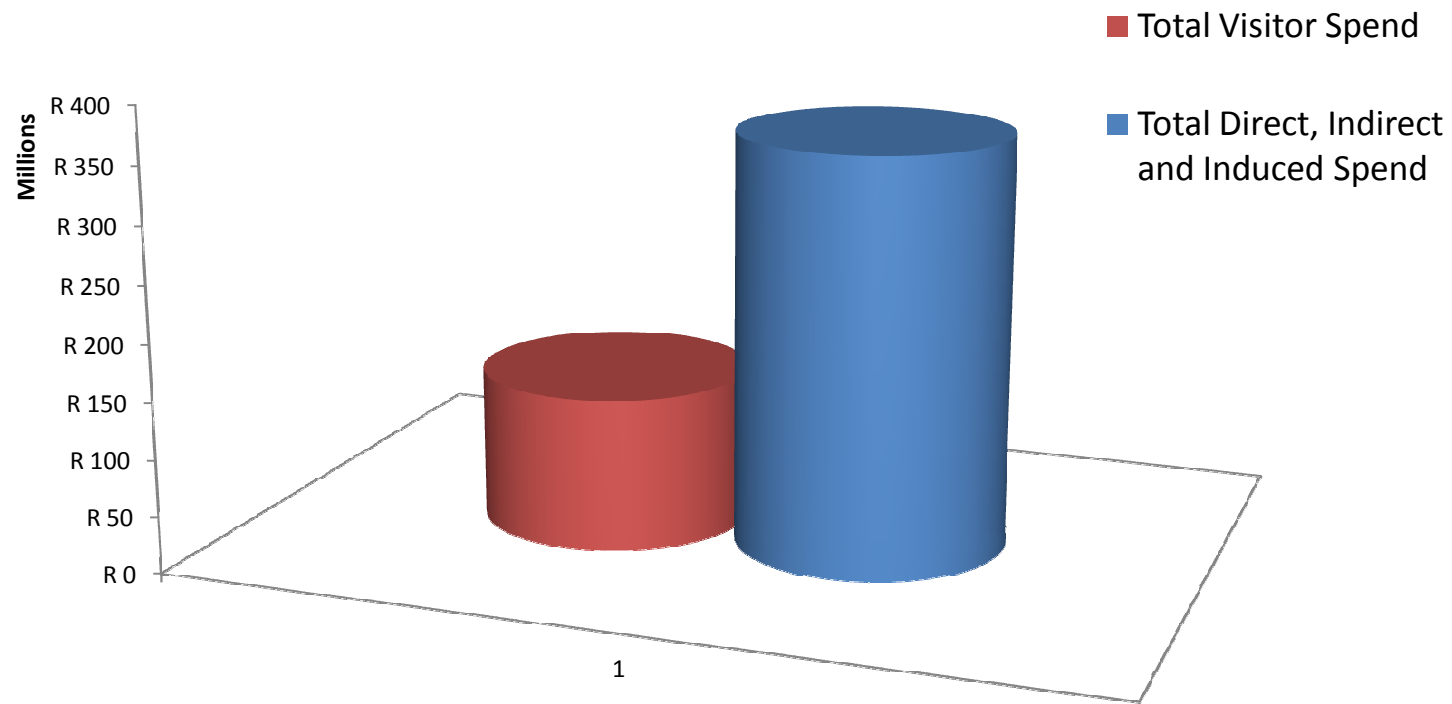
Summary Statistics (2008 to 2014)

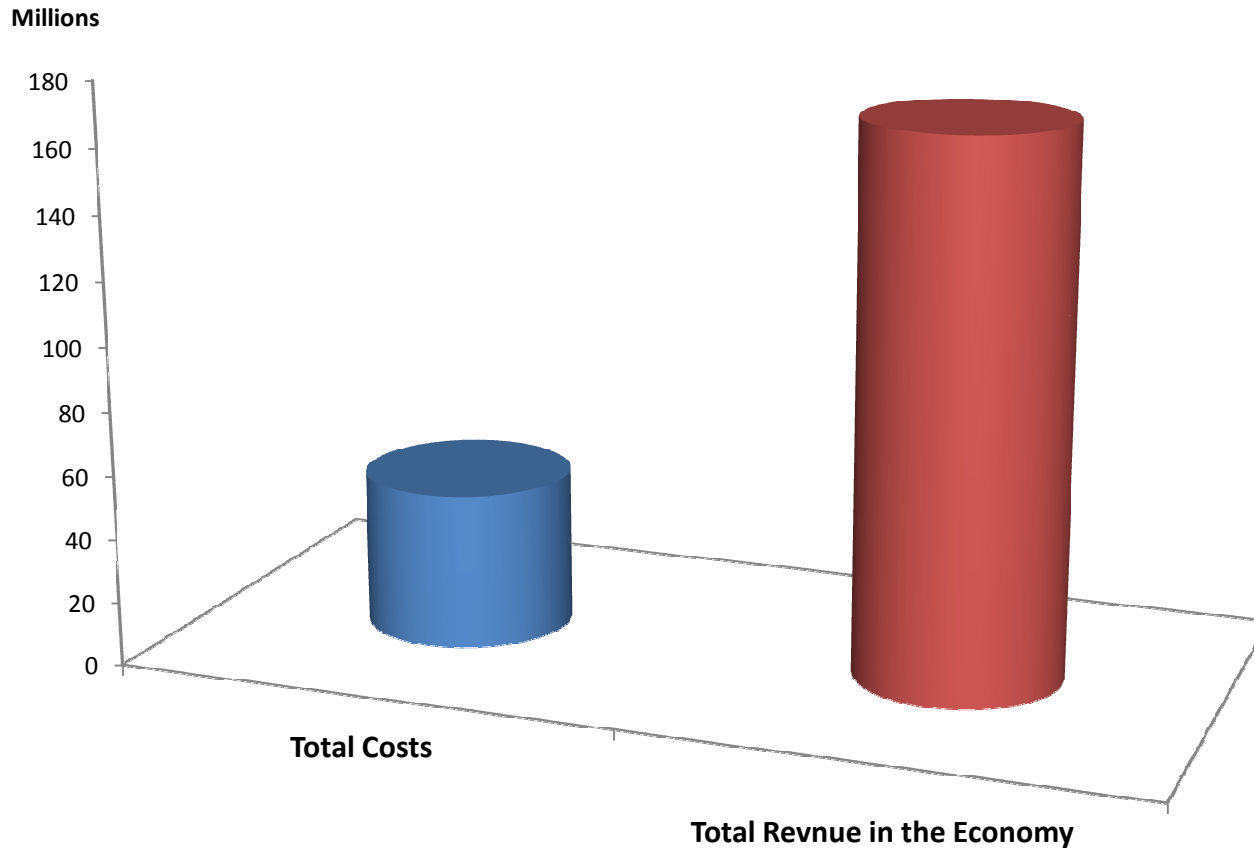
Total Direct Spend

R 134 570 091

Total Direct, Indirect and Induced Spend

R 361 993 545





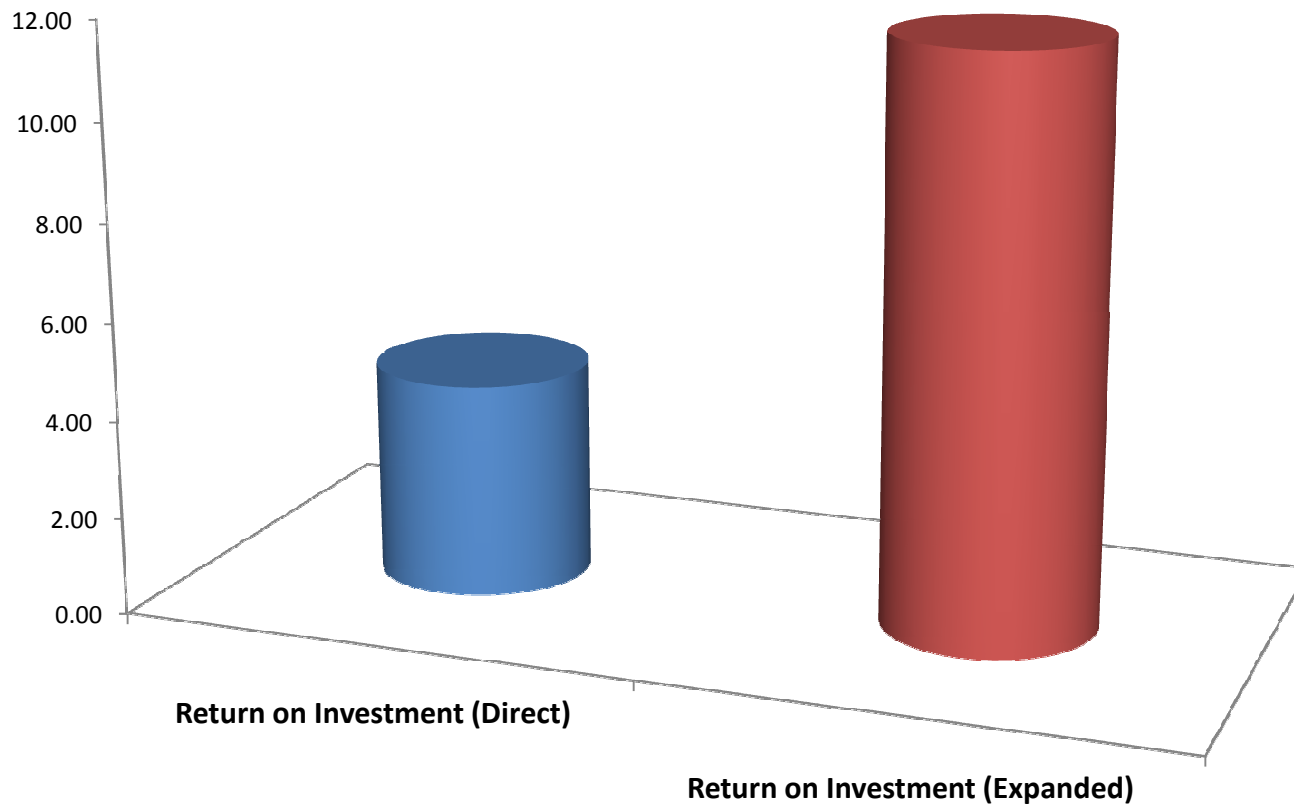
Summary Statistics

Total Costs of Hosting the Events (27 events)

R49m

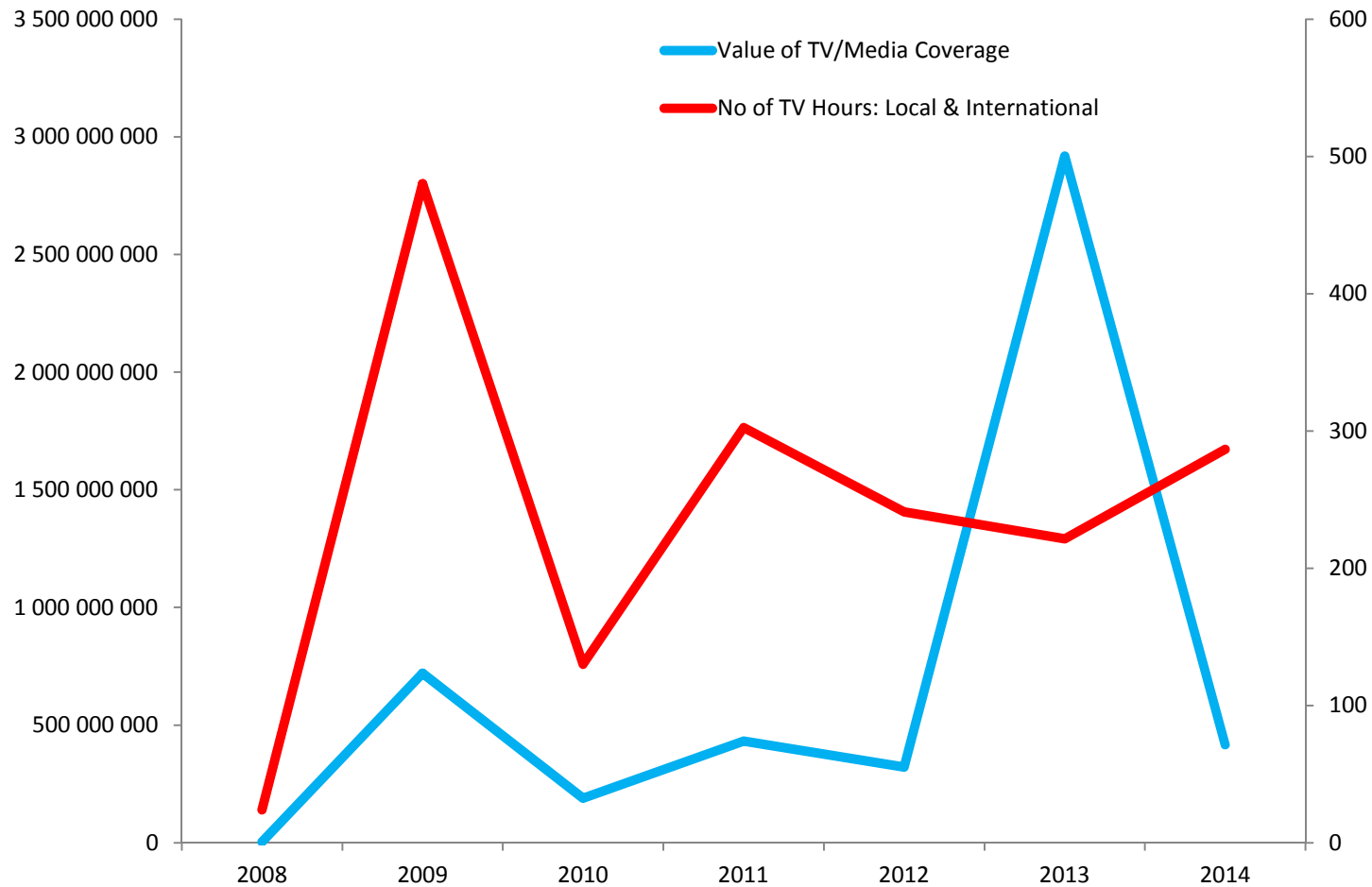
Total Revenue Generated from Hosting the Events (27 events)

R171m



Summary Statistics

Return on Investment (Direct) (Total Direct Visitor Spend / Provincial Government Contribution)	4.40
Return on Investment (Direct, Indirect and Induced) (Total Direct, Indirect and Induced Visitor Spend / Provincial Government Contribution)	11.84



Summary Statistics

Total Value of TV/Media Coverage (Left Axis - Blue Line)

R5bn

Total No of TV Hours: Local & International (Right Axes – Red Line)

1 700

UP COMING EVENTS

2014

African Continental Champs - BMX
Amashova - UWCT
Development Series - MTB & BMX
Provincial Series - MTB & BMX
Provincial Road Series
African Continental Champs - Road
African Continental Champs - Track

June
October
October
All Year
All Year
All Year
February (2015)
February (2015)

2015

International MTB Festival
Karkloof Classic MTB Challenge
UCI 1.2 Men & Women Road
BMX National Championships
UCI Africa Confederation Cycling Forum
Amashova - UWCT
Development Series - MTB & BMX
Provincial Series - MTB & BMX
Provincial Road Series
UCI Elite Track Challenge
Para Cycling Track World Championships

April
May
May
July
August
October
All Year
All Year
All Year
January (2016)
March (2016)

2016

International MTB Festival incl XCO World Cup
Karkloof Classic MTB Challenge
UCI BMX Supercross World Cup
UCI 1.2 Men & Women Road
Amashova - UWCT
Development Series - MTB & BMX
Provincial Series - MTB & BMX
Provincial Road Series
UCI Elite Track Challenge
CSA Super Series - BMX, MTB, Road, Track & Para

April
May
May / June
May
October
All Year
All Year
All Year
January (2017)
February (2017)

**UP COMING
EVENTS**

2017

International MTB Festival	April
UCI BMX Supercross World Cup	May / June
UCI 1.2 Men & Women Road	May
Development Series - MTB & BMX	All Year
Provincial Series - MTB & BMX	All Year
Provincial Road Series	All Year
UCI Elite Track Challenge	January (2018)
African Super Series - BMX, MTB, Road, Track & Para	February (2018)

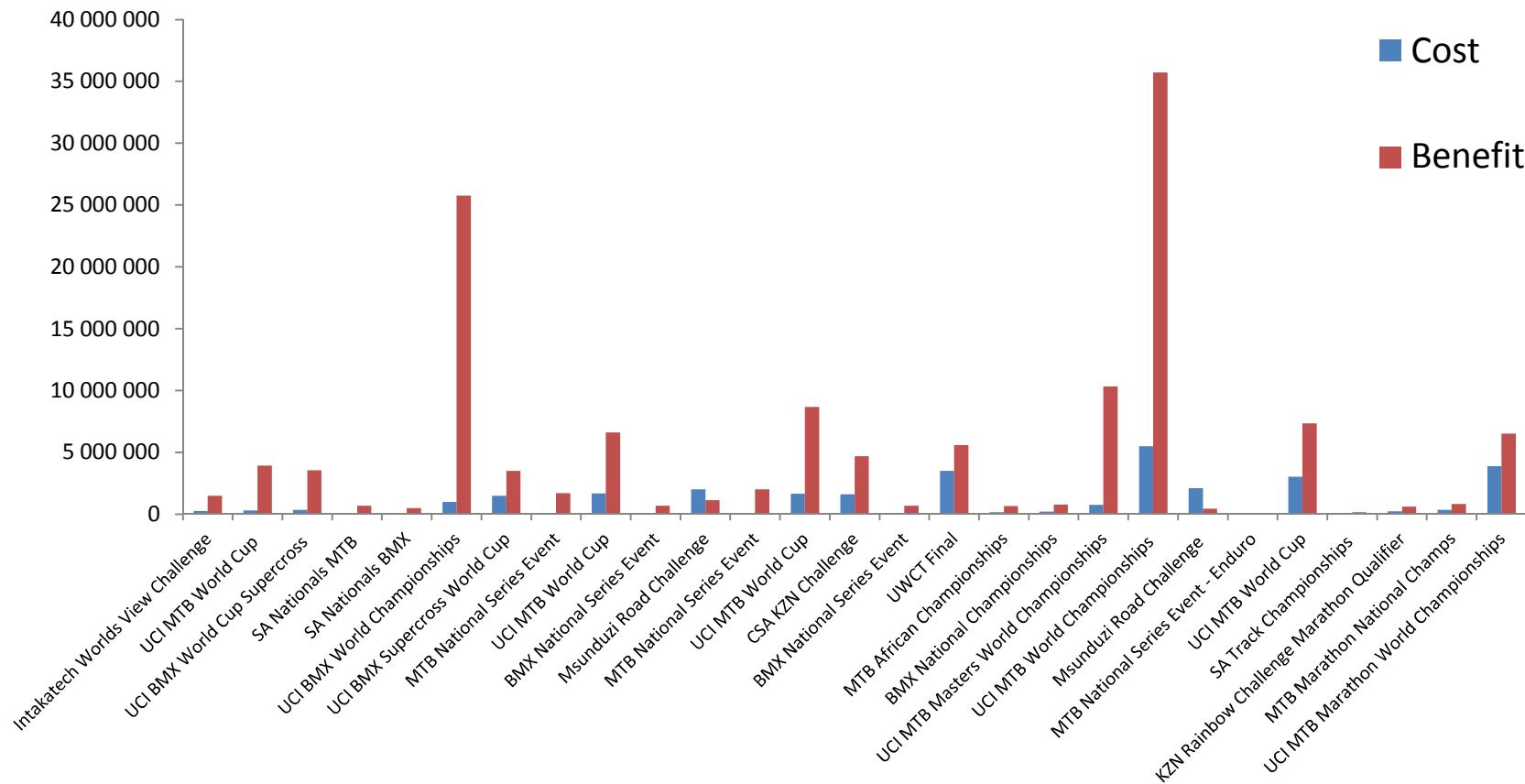
2018

International MTB Festival incl XCO World Cup	April
UCI 1.2 Men & Women Road	May
UCI BMX World Championships	August
Development Series - MTB & BMX	All Year
Provincial Series - MTB & BMX	All Year
Provincial Road Series	All Year
SA Track Championships	January (2019)
African Super Series - BMX, MTB, Road, Track & Para	February (2019)

Summary Statistics

Total Number of Events (2008 to 2018)	71
Total Costs to the Provincial Government (2008 to 2018)	R87m

Cost Benefit Decision Matrix

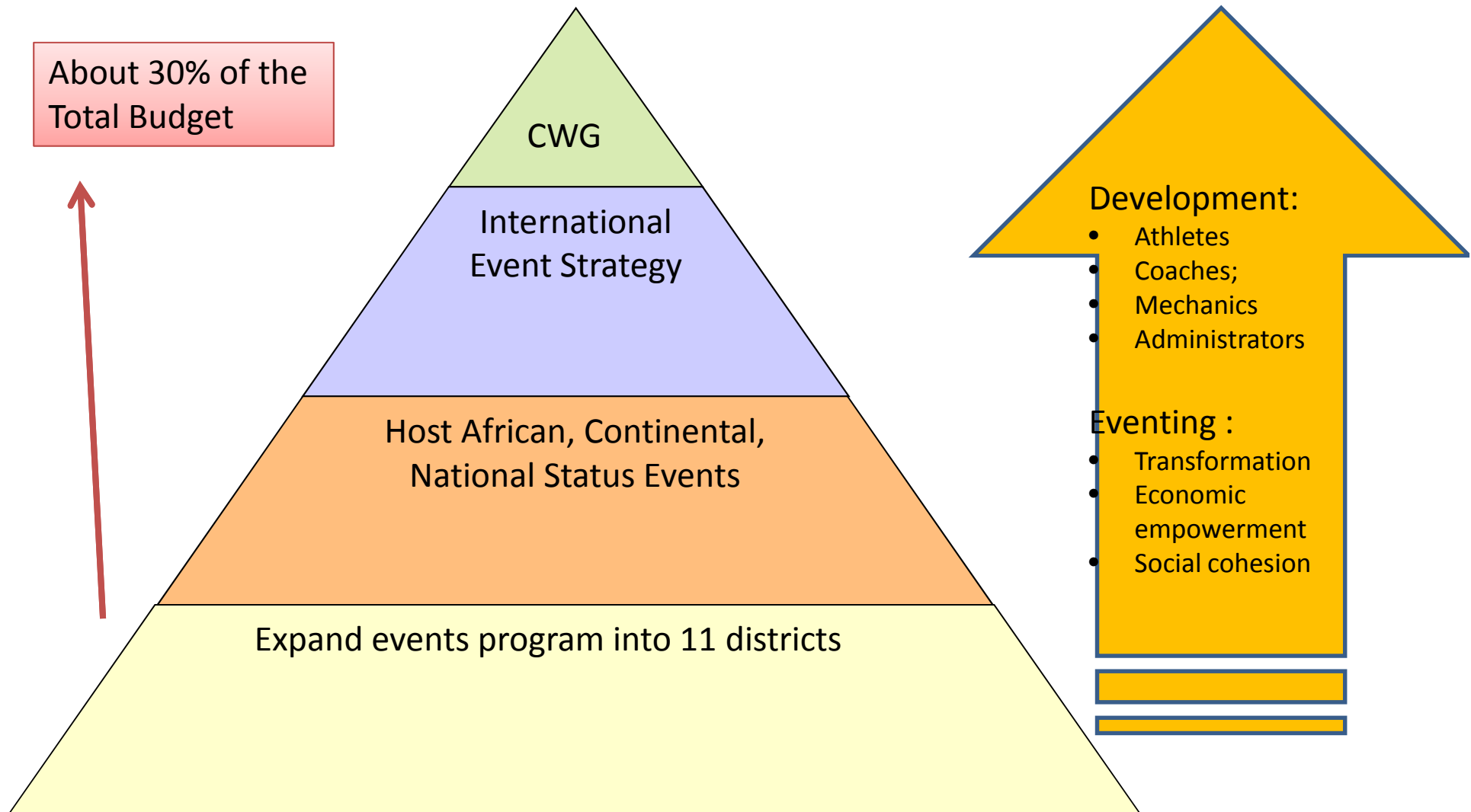


Cost Benefit Decision Matrix

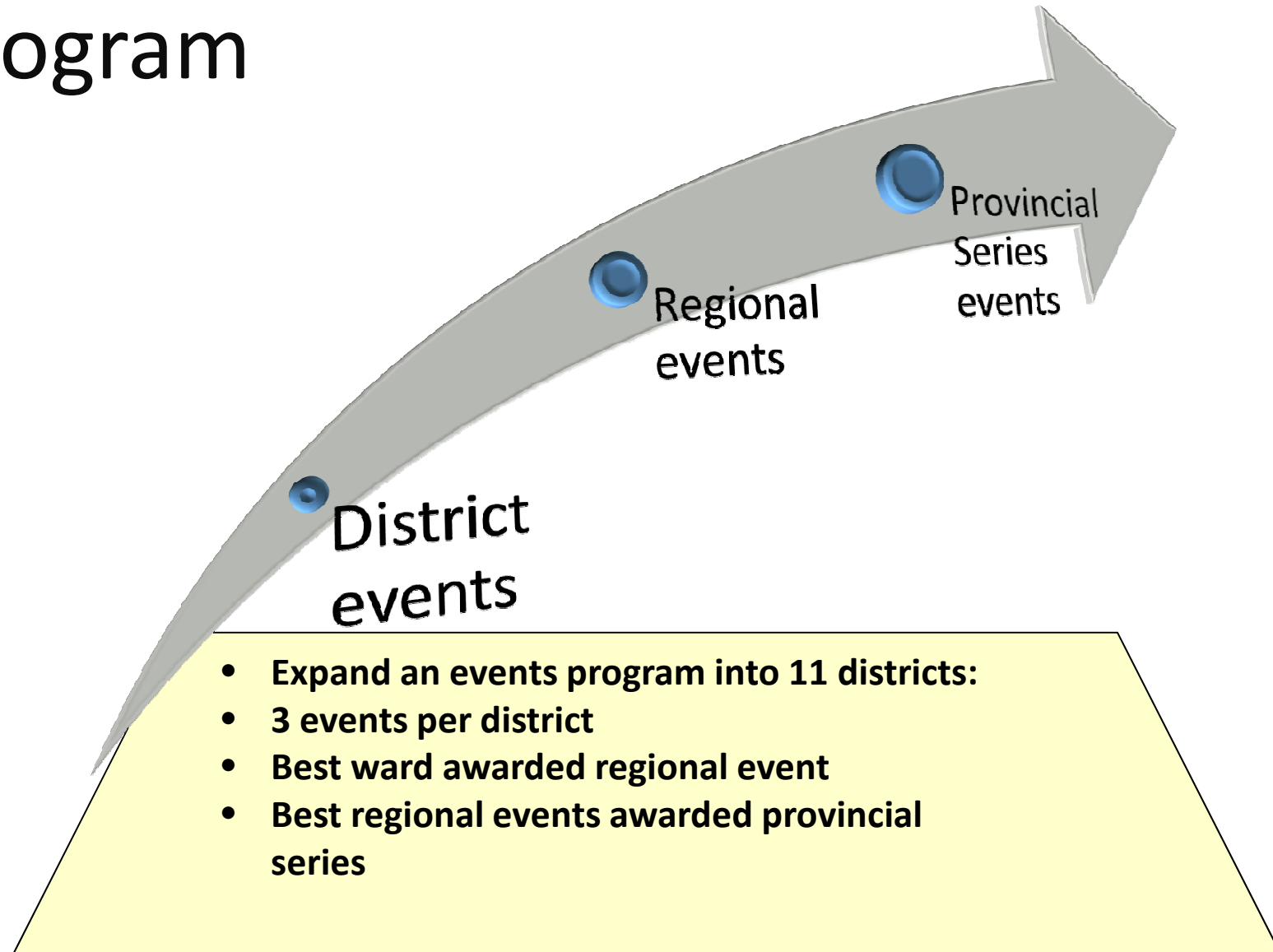
Decision Criteria

	NPV	PI	IRR	MIRR
Option A (6% discount rate)	Accept	Accept	Accept	Accept
Option B (10% discount rate)	Accept	Accept	Accept	Accept

Development Programme: 2014 - 2018



2014 – 2018 Mass participation program



OUR VISION

CONSOLIDATING PIETERMARITZBURG AS
THE BIKE CITY OF AFRICA

