

KZN AIR SERIES



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General Manager: Infrastructure
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KZN Provincial Treasury

Concept is to showcase KZN aviation and the various municipal airports, to support tourism in the province and to position the province as an attractive and competitive aviation industry location.



**PAST
EVENTS**

2012

Newcastle	June
Richards Bay	June
Ulundi	June
Pietermaritzburg	June
Margate	July
Durban	July

2013

Newcastle	June
Mkuze	June
Ulundi	June
Richards Bay	June
Pietermaritzburg	June
Margate	July
Durban	July
Zululand Race Champions	August

2014

Durban Land, Sea and Air Festival	March
Dundee	May
Ladysmith	May
Newcastle	May
Pietermaritzburg	June
Margate	June
Mkuze	June
Ulundi	June

Summary Statistics (2012 to 2014)

Provincial Government Contribution as a % of Total Costs	66.82%
Provincial Government Contribution per Display	R 38 305
Total Number of Displays	502
Total Vendors and LED	109
Total Number of Visitors (Local plus Outside)	207 216
Total Number of Learners (Local)	11 865
Total Number of Participants (Visitors, Media, Officials)	219 081
Provincial Government Contribution per Participant	R87.77
Number of Events	22
Provincial Government Contribution per Event	R 874 058
Number of Participants per Event	9 958
Outside Visitors as a % of Local Visitors	16.38%
Total % of Non-White Visitors	60.00%
Provincial Government Contribution as a % of Total Visitor Spend	65.44%
Provincial Government Contribution as a % of Total Revenue	58.48%
Total Costs of Hosting the Events	R 28 776 691

Summary Statistics (2012 to 2014)

Total Revenue	R 32 879 626
Total Revenue per Event	R 1 494 528
Total Revenue per Participant	R 150
Total Flying Hours	132
Provincial Government Contribution per Flying Hour	R 145 676
Total Visitor Spend per Flying Hour	R 222 613

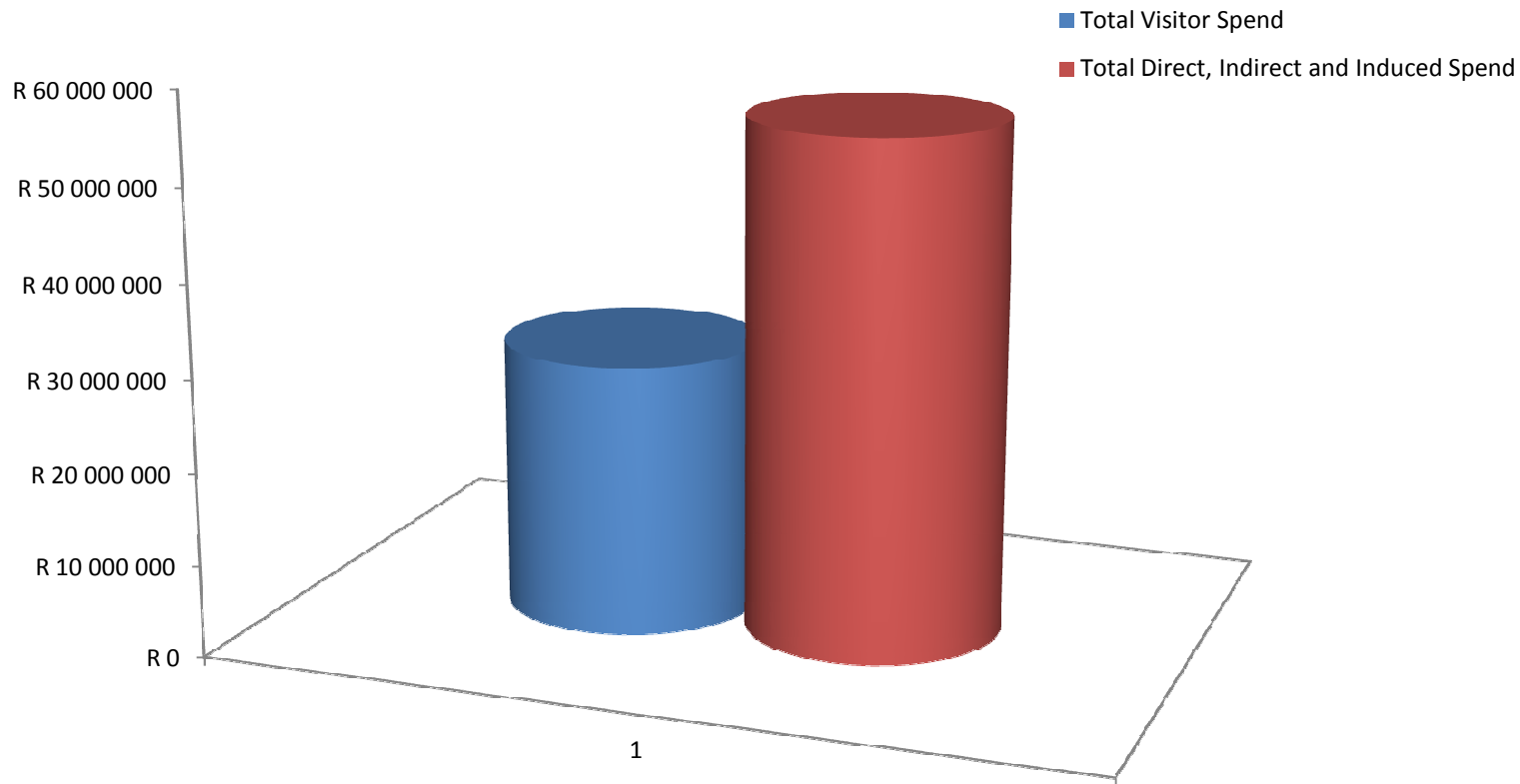
Summary Statistics (2008 to 2014)

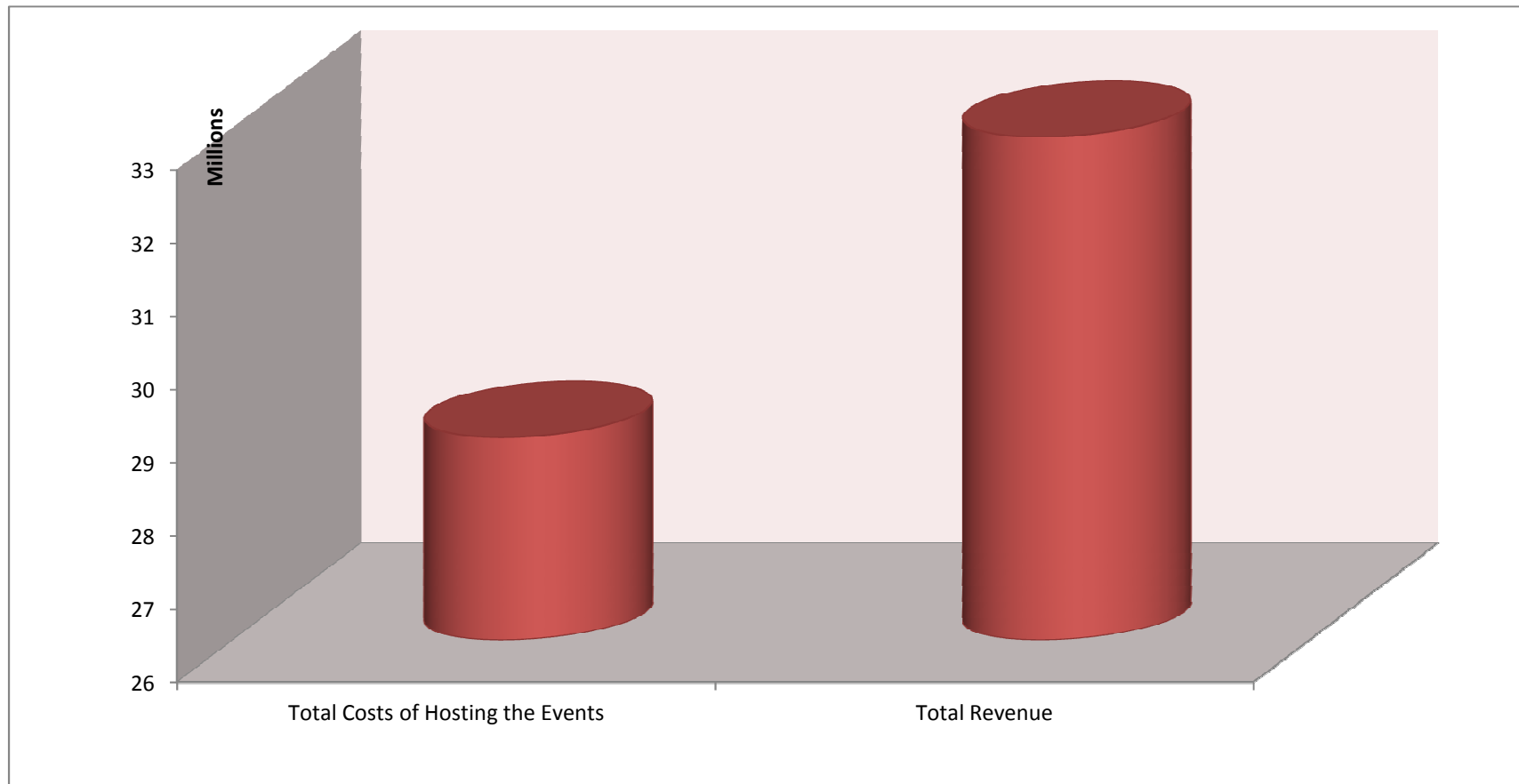
Total Direct Spend

R 29 384 857

Total Direct, Indirect and Induced Spend

R 55 537 380





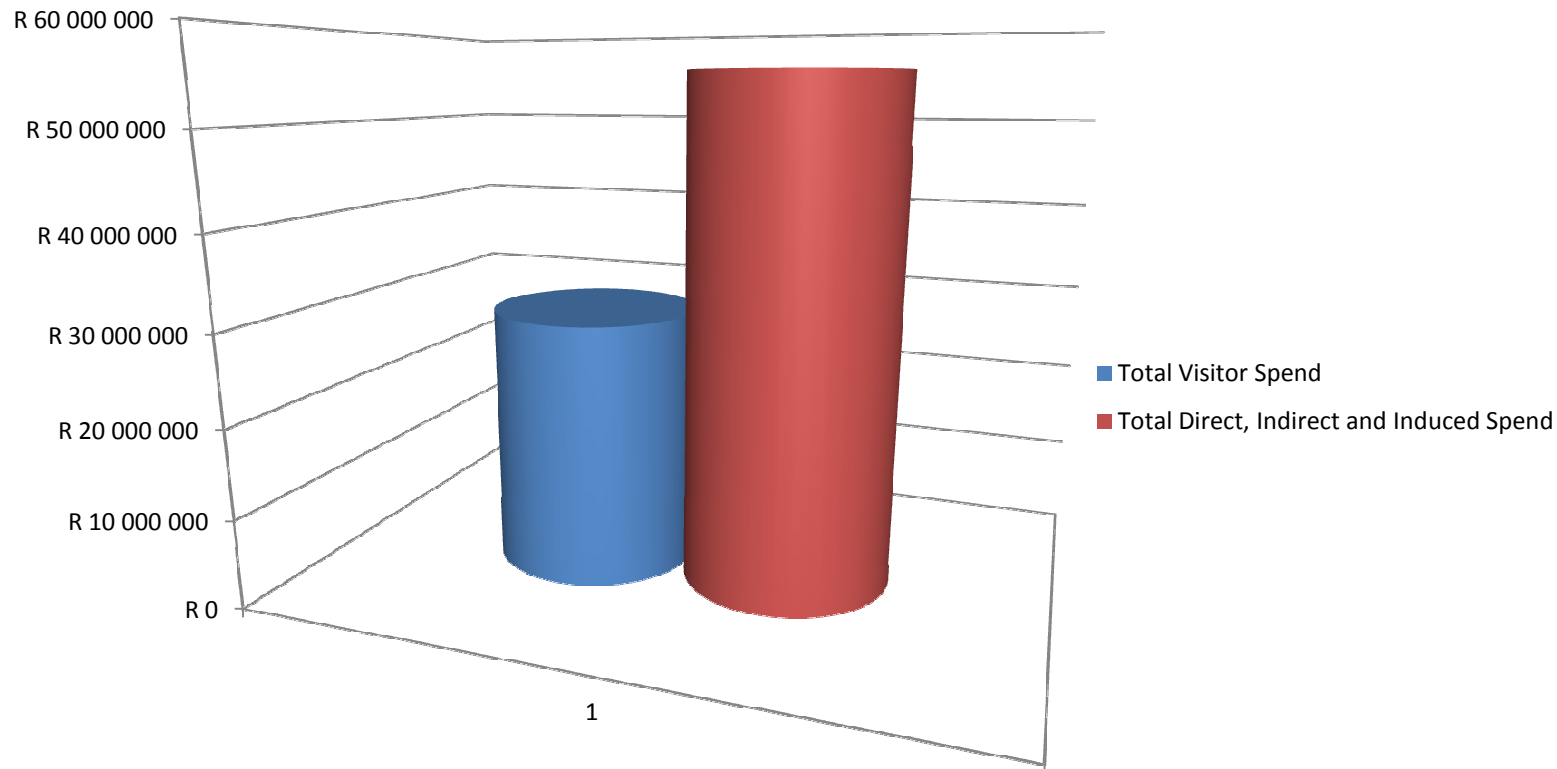
Summary Statistics

Total Costs of Hosting the Events (22 events)

R29m

Total Revenue Generated from Hosting the Events (22 events)

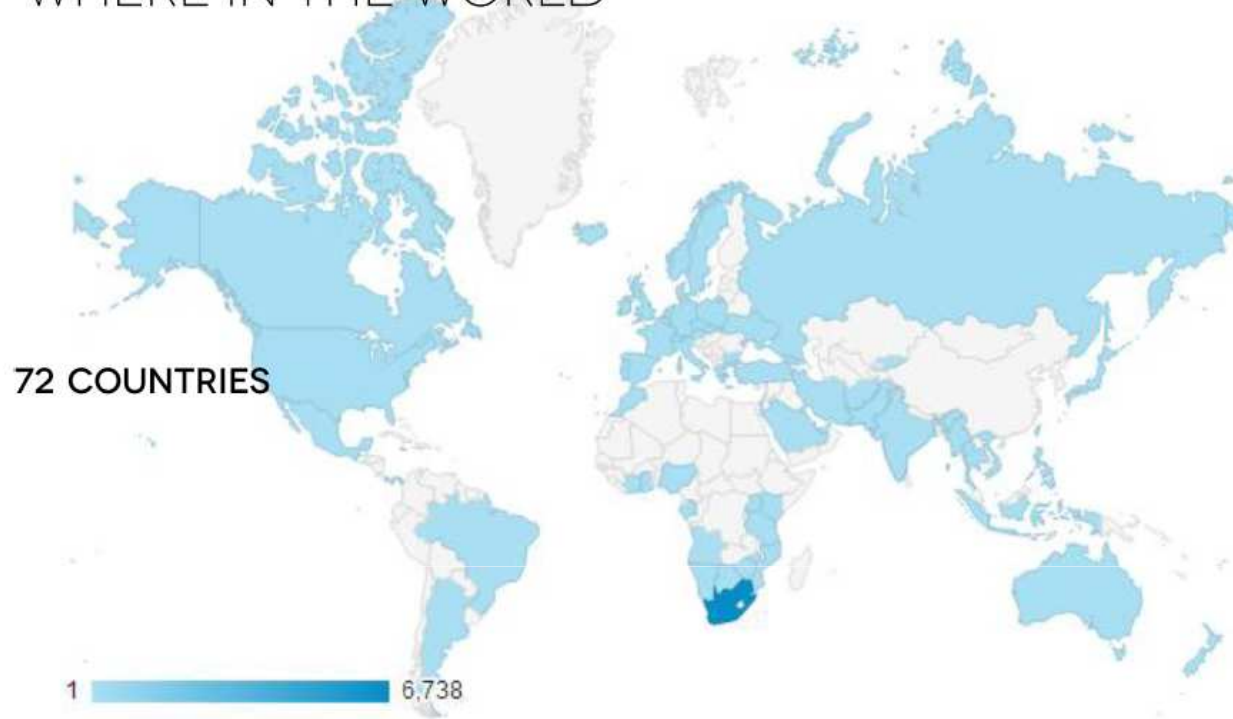
R33m



Summary Statistics

Return on Investment (Direct) (Total Direct Visitor Spend / Provincial Government Contribution)	1.53
Return on Investment (Direct, Indirect and Induced) (Total Direct, Indirect and Induced Visitor Spend / Provincial Government Contribution)	2.89

WHERE IN THE WORLD



Summary Statistics

Total Value of TV/Media Coverage

R21m

Total No of TV Hours: Local & International

16

**UP COMING
EVENTS**

2014

Zululand Race Champions
Richards Bay

August
December

2015

Durban Land, Sea and Air Festival
Dundee
Ladysmith
Newcastle
Pietermaritzburg
Margate
Mkuze
Ulundi
Zululand Race Champions
Richards Bay

March
May
May
May
June
June
June
June
August
December

2016

Durban Land, Sea and Air Festival
Dundee
Ladysmith
Newcastle
Pietermaritzburg
Margate
Mkuze
Ulundi
Zululand Race Champions
Richards Bay

March
May
May
May
June
June
June
June
August
December

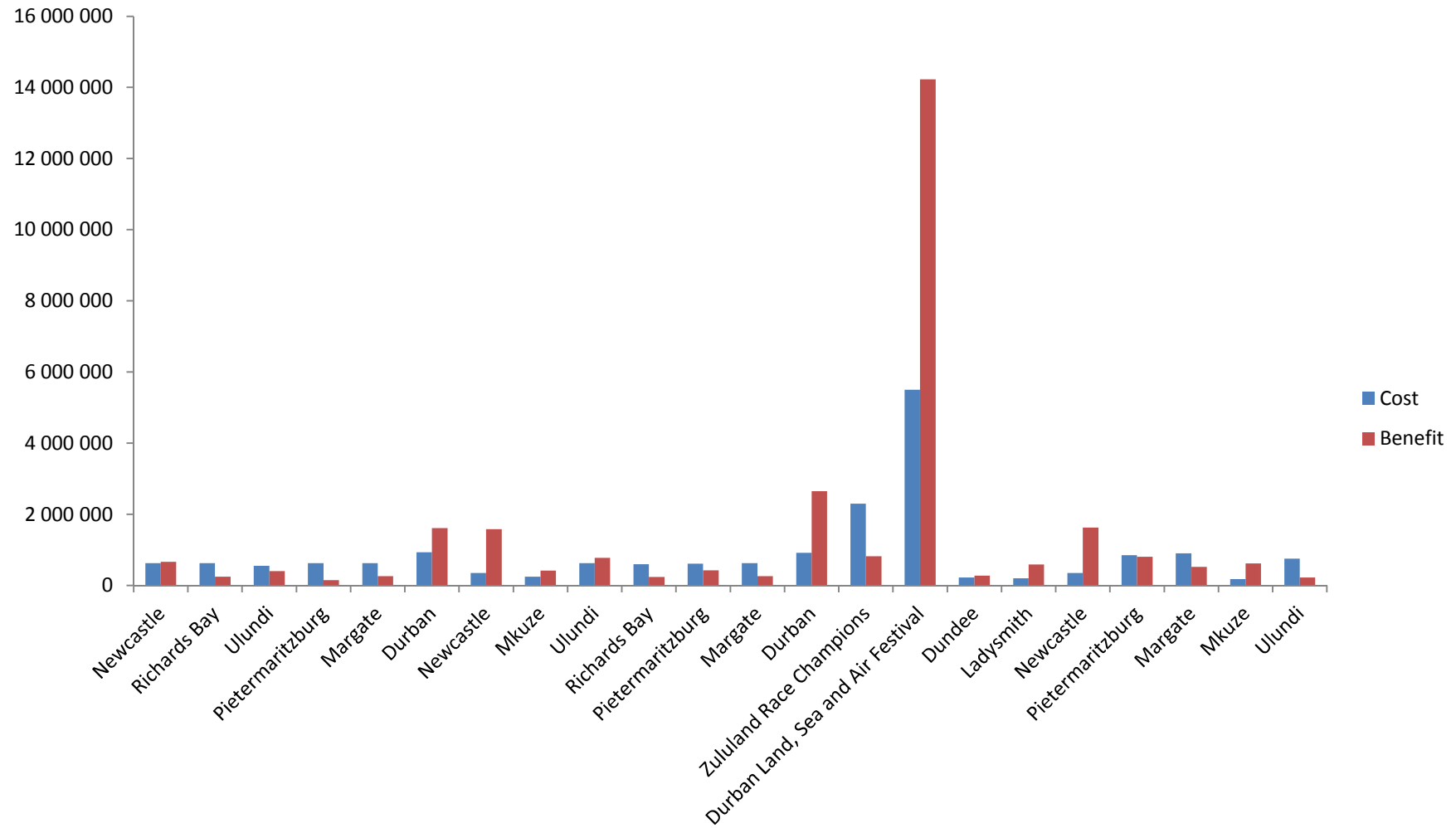
**UP COMING
EVENTS**

<u>2017</u>	
Durban Land, Sea and Air Festival	March
Dundee	May
Ladysmith	May
Newcastle	May
Pietermaritzburg	June
Margate	June
Mkuze	June
Ulundi	June
Zululand Race Champions	August
Richards Bay	December

Summary Statistics

Total Number of Events (2012 to 2017)	54
Total Costs to the Provincial Government (2012 to 2017)	R55m

Cost Benefit Decision Matrix



Cost Benefit Decision Matrix

Decision Criteria

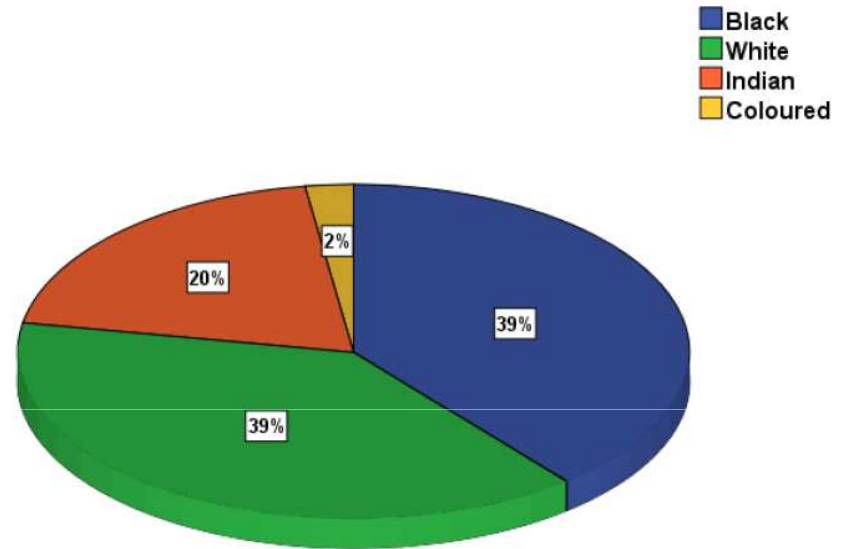
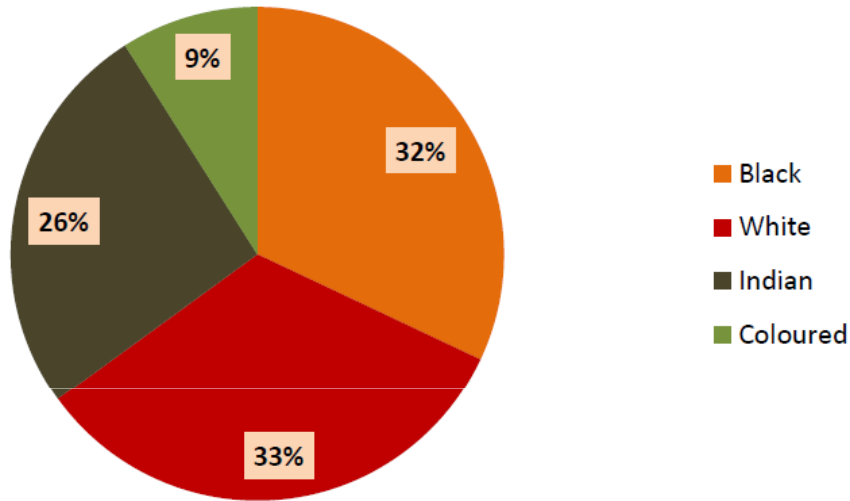
	NPV	PI	IRR	MIRR
Option A (6% discount rate)	Accept	Accept	Accept	Accept
Option B (10% discount rate)	Accept	Accept	Accept	Accept

Buying Local

2014 AIR TOUR LOCAL SUPPLIERS PERCENTAGES

Pro- vince		R	%
FS	Free State	157 374	3.61
GP	Gauteng	1 115 274	25.60
KZN	Kwa Zulu Natal	3 076 116	70.61
WP	Western Province	8 000	0.18
		4 356 765	100.00

Breaking the Stereo Type's



	Black	White	Indian	Colored	Asian	Total
NEWCASTLE	50.5	31.1	15.3	2.6	0.5	100
RICHARDS BAY	25.0	65.3	9.7	0.0	0.0	100
ULUNDI	95.7	2.4	1.4	0.5	0.0	100
PIETERMARITZBURG	25.2	57.0	15.9	1.9	0.0	100
MARGATE	11.3	78.3	6.1	4.3	0.0	100
DURBAN	11.3	65.0	19.7	4.0	0.0	100

Development in Action



OUR VISION

Taking Aviation to the People

