

Make a Splashy



A case study on Events Tourism in South Africa - 2019

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The Splashy Fen Music Festival



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- Travelport
- World Travel and Tourism Council

Writing this case study has really increased our knowledge in the tourism industry.

This experience has shown us how vast the Tourism industry is and the impact it has on the lives of South Africans.

We would also like to thank Dr. Nancy Needham, Executive Director and Mrs Elsabe Engelbrecht, National Director of the GTTP-SA for all their support. Without all the help that you have provided the case study and for the opportunity to present our research findings in France would not have been possible.



2. CASE WRITERS



WENEY-ANNE FOULKES

I am 16 years old and I play badminton for KwaZulu-Natal and play 1st team for my school. My favourite subject is Tourism as I like learning more about my country and the economy. I will also like to one day get a degree in tourism and travel.



SARAH-JANE PURVES

I am a 17-year-old young lady that is very passionate about Tourism and what is involved as I enjoy travelling. I would love to get a degree in Marketing tourism.



MRS M SINGH

My name is Marienne and I have been teaching at this school since 2003. This is the second time I will be travelling to France for this conference! I encourage my learners to always give of their best and take advantage of opportunities afford to them.

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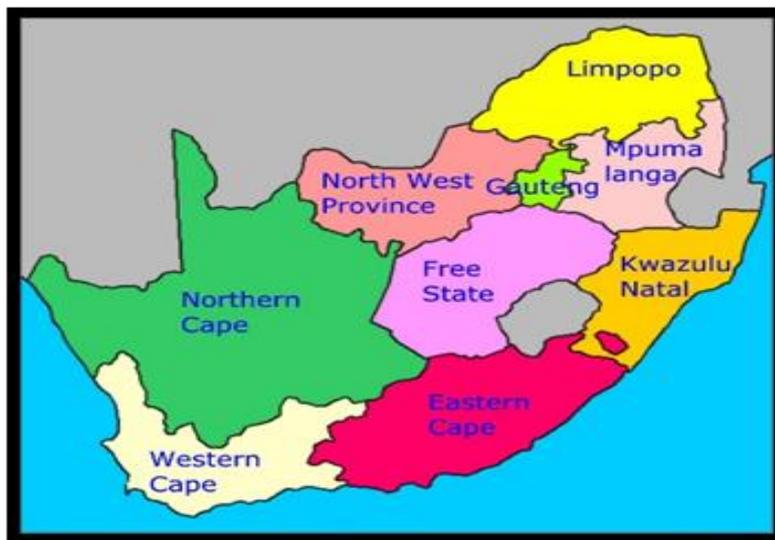
Shortlands Avenue, Hillcrest



3. SOUTH AFRICA AT A GLANCE



South Africa consists of 9 provinces which are home to roughly 58 124 826 people. South Africa consists of a wide variety of people who come from different cultures and religions. There are about 11 official languages throughout South Africa. The currency used in South Africa is the Rand.



South Africa is home to many breath-taking attractions, wildlife and amazing views. Several of the most famous Tourist attractions are Table Mountain, which is located in the wonderful city of Cape Town, Kruger National Park, which is home to the big five, hundreds of other wild mammals make their home here as do so many diverse birds. Another is Cape of Good Hope is a rocky headland on the Atlantic coast.





4. THE ZULU KINGDOM OR THE PROVINCE KWAZULU-NATAL

There is just no comparison to our beautiful province. Nowhere else in the world will you find such a unique blend of raw natural beauty and cultural diversity – all in the most spectacular natural setting. Tourists come to



this province to see the Big Five (lion, leopard, elephant, rhino and the buffalo) or go cage diving to see the great white sharks.

Durban is a city in Kwazulu-Natal situated on the South coast. This region includes small towns such as Pietermaritzburg, Howick, Estcourt, Hluhluwe, Richards Bay, Scottburgh, St. Lucia. Durban is known for the beaches, mountains and wildlife.



5. DRAKENSBERG

Drakensberg is located 175km from Durban, Drakensberg is known for its beautiful scenery. The Drakensberg is home to the mountain range of the same name and can be found in the KwaZulu Natal Province. The mountain range is more than 200km long. It creates a natural border between Lesotho and the province of KwaZulu-Natal. The population in Drakensberg is roughly 247 people.



The Drakensberg Mountain Range is one of South Africa's most remarkable natural wonders. It is the highest mountain range in the country, reaching 3 482 metres above sea level.



6. UNDERBERG

Underberg is located 42,3km from Drakensburg, Underberg is where the event, Splashy Fen is located. The population in Underberg is 2 694 people. Underberg is a town in a dairy and cattle farming community in the uMzimkhulu River valley of KwaZulu-Natal. The beauty of Underberg and the surrounding area is an attraction to travellers far and wide, making tourism in the area is the second biggest industry next to farming. The area surrounding Underberg provides a large variety of tourism offerings, being a gateway to the Southern Drakensberg.



Underberg is a charming little farming town at the slopes of the Southern Drakensberg, KwaZulu-Natal. The town is a popular stopover for travellers using the Sani Pass tour. Underberg, meaning “under the mountain”, has everything you need for your holiday.



7. EVENTS TOURISM

Description

The event that we have chosen is the **Splashy Fen Music festival in Kwa-Zulu Natal.**



This concert was established in 1990 and has become one of South Africa's longest running music event. The Splashy Fen includes a genre of styles of music including unique outdoor music. Up and coming, local bands have an opportunity to share their music with the masses and hopefully get exposure in the music industry. Apart from providing music there are other activities that a guest can enjoy which will be discussed further on. The Splashy Fen affords one the joy of being one with nature as this is an outdoor event which provides endless hours of live entertainment. It is indeed an event that has been steadily growing over the years and many cannot wait for its return each year.



The festival offers a four-day line-up of some of the country's hottest acts, with the best sound and lighting, with a wide variety of outdoor activities for the whole family. The beautiful scenery of the southern Drakensberg, with an abundance of different food and drink outlets, colourful arts and

crafts, as well as various camping and accommodation options and you're set for an amazing long weekend!

Purpose

The festival offers a four-day escape with a line-up of some of the hottest acts in terms of local talent and an opportunity for them to showcase their talent. The trip to the berg is designed to entertain the crowds and caters for various music choices. As well as featuring a wide choice of outdoor activities with beautiful scenery of the Drakensberg, the main purpose of the event is to leave the hustle and bustle of the city life, immerse oneself in nature and enjoy (as an audience) the sounds of the bands.



Splashy Fen is a festival that attracts people from all over the country, and visitors from all over. It is a festival free of judgement.

Splashy fen's purpose is to provide a festival that allows people to have a break from a world where we can't do anything without being judged. Splashy Fen is a festival that allows all to connect with the outdoors, friends and family in an environment that allows us to break free.



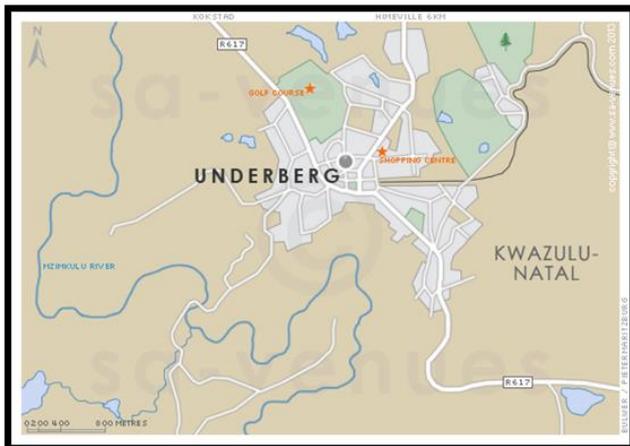


Splashy Fen encourages the people who attend, to experience the festival on the festival grounds since 1990 and touched over three generations and more than 150000 people.



Location

Splashy fen music festivals is located on splashy fens farm outside Underberg in the province of Kwa Zulu Natal. It is in close proximity to one of South Africa's World Heritage Sites mainly the UKhahlamba Drakensberg Park. Expect at least a day of rain. The floor turns into mud slush. A few people usually pack up and leave. The best advice anyone could give you before visiting Splashy Fen is don't forget your gumboots. When the floor turns to mud slush and puddles come up to your ankles, in gumboots you can take on the world.



Capacity

Splashy can accommodate for roughly 9 000 people. There are no seating arrangements as this is an outdoor event and is on a farm located in Underberg



In each campsite the maximum is 4 people in one tent. There are powered campsites roughly 60 of them. The powered campsite offers electricity to the campers. To book a place at the powered campsites costs ZAR1850-00 (US\$124). Early camping is to take place at Splashy Fen to cater for those travelling from far places. These will be limited to 600 people only and will cost ZAR160(US\$11) per person excluding your ticket fee.



1 US Dollar = ±ZAR15-00

Splashy fen also offers glamping which are pre-pitched tents with 2 beds double or single, linen and bedding, in a fenced off area with hot showers and toilets. The glamping package is priced per tent for 2 people and includes breakfast every day. You can book for either 3 – 4 days. If you book 3 nights, it will cost ZAR4755-00(US\$317) or if you book for 4 nights it will cost ZAR5800-00(US\$387).

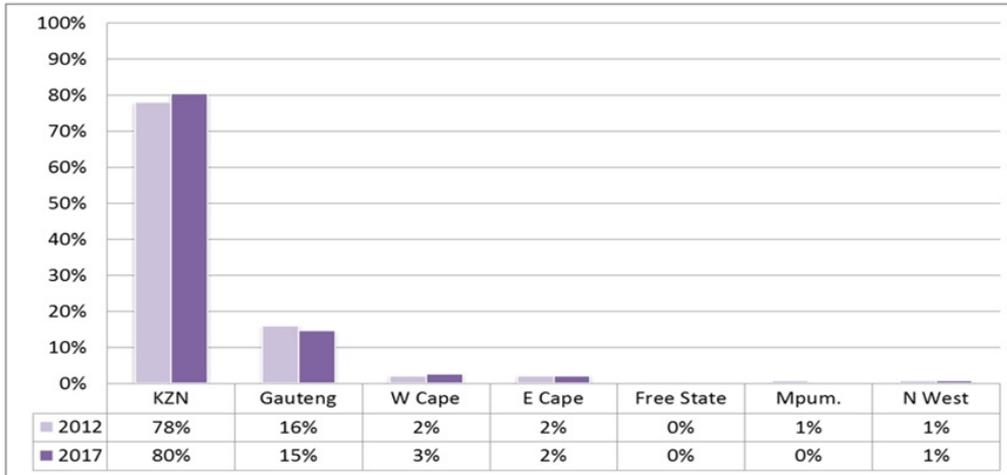
Target Market

People of all ages who love music festivals and crafts but mostly young adults.



The graph below indicates the spread of attendees from all the provinces

Province of Origin: All Respondents



In 2017, most of the respondents were from KZN(80%), while 15% were from Gauteng, 3% from the Western Cape, 2% from the Eastern Cape and 1% from the North West province. It is not surprising that KZN's top two domestic source markets(KZN and Gauteng) had the highest number of respondents.

Business Opportunities



Hosting an event of this magnitude requires various service providers in the areas such as accommodation close to the concert, food and drink outlets, caravan parks, petrol stations (as many use road transport), and entrepreneurs developing unique products to sell at the concert as well

as tour operators who can possibly create tour packages for those coming from afar. Music producer's scout around for upcoming talent and many businesses gain exposure from advertising their goods and services in the local media. Business sponsorships and radio stations are present to advertise their company or cover the event in either print or the radio.



Possible Job Creation

This can include ticket sales personnel, security officers, car guards, entrepreneurial opportunities, such as producing little souvenirs, sound engineers, and well as lighting professionals. A variety of food stands as well as hot beverages will be a hit especially in the berg which is known to be cold especially at this time of the year.

Those that have large homes or farms close by have the opportunity to rent their guest house or farmhouse to guests that do not want to rough it out. Campsite managers as well as cleaners from be sourced from the local community.



There is also a lot of people who come in during the day to come clean all the bathrooms, clean up the grounds after the music festivals and clean up the grounds where people have been. There are plenty of staff behind the scenes at splashy fen who make sure the festival runs smoothly and if there are any mishaps during the event the splashy fen team has to sort it out before it escalates into something bigger.



8. THE THREE PILLARS OF TOURISM

Planet



Splashy fen wisely chose to make all their food vendors to use biodegradable containers, cups and cutlery and ban the use of polystyrene, even drinks ordered at the Splashy fen bar use

biodegradable cups. They also have bins for glass, plastic and other waste around the far, they will have an Infirmary to burn non-recyclable waste the end of the festival. This helps reduce the amount of plastic waste at the festival. they run a Respect the farm campaign which promotes people look after the farm, one way to do it is by using eco-friendly soaps in the river. They also have posters all around explaining the benefits of the three Rs reduce, reuse, recycle.

In the future they could use biodegradable or reusable straws at all vendors. All vegetable waste can be turned into a compost and use on the fame after the festival. Use solar panels to power the lights and stages during concerts.



SPLASHY FEN GOES SUSTAINABLE

By Press Release / News / Monday, 01 April 2019 12:27

In 2019, Splashy Fen Music Festival will take vital steps towards transforming the iconic South African event into a more sustainable entity. While the festival has long been conscious of its environmental impact on the Splashy Fen, land, and the environment at large, there is an increasing need to put measures into place that will help Splashy Fen, its service providers and fans contribute to the festivals environmental impact – in a positive and sustainable way.

As South African's longest running festival, Splashy Fen is taking cues from Glastonbury, the UK's longest running festival, towards a fully sustainable event that is aligned with a strategic environmental management plan. Earlier this month, Glastonbury announced a 2-year process to eliminate single-use plastic, and Splashy Fen is following suit.

In 2019, Splashy Fen will get the environmental ball rolling with the following:

- All food vendors will serve their meal portions in or on biodegradable packaging with biodegradable cups and cutlery. No polystyrene will be allowed.

- Sold water will all be packaged in biodegradable plant-generated water bottles.
- Corona will be running a “no single-use plastic pledge” at the Corona River Stage which festival goers will be encouraged to engage with.
- The 2019 Splashy Fen cleaning crew, along with an external recycling company headed up by local and passionate recycling guru Kevin Macdonagh, will be sorting all waste and recycling accordingly.
- Drinks ordered from the Splashy Fen Main Bar will come in a top quality biodegradable cup that customers will need to purchase, for a nominal fee. The idea being that these cups can be re-used when ordering drinks. This act alone is estimated to decrease the amount of single-use plastic produced at the festival by around 2 000 kg.

“As the Splashy Fen community, this is a small starting point for everyone who attends and loves Splashy Fen, through which we can collectively make our mark in a greener world,” says Festival Director, Stu Berry.

For more information of the 30th edition of Splashy Fen, visit the Splashy Fen website, complete with all the important bits and bobs on how to book tickets, what to pack, where to camp, who to watch and more.

South Africa’s longest-running music festival will take place over the traditional Easter weekend from Thursday the 18th of April to Monday the 22nd of April 2019. Tickets are limited to 8 000 and selling out fast - splashyfen.co.za.

People

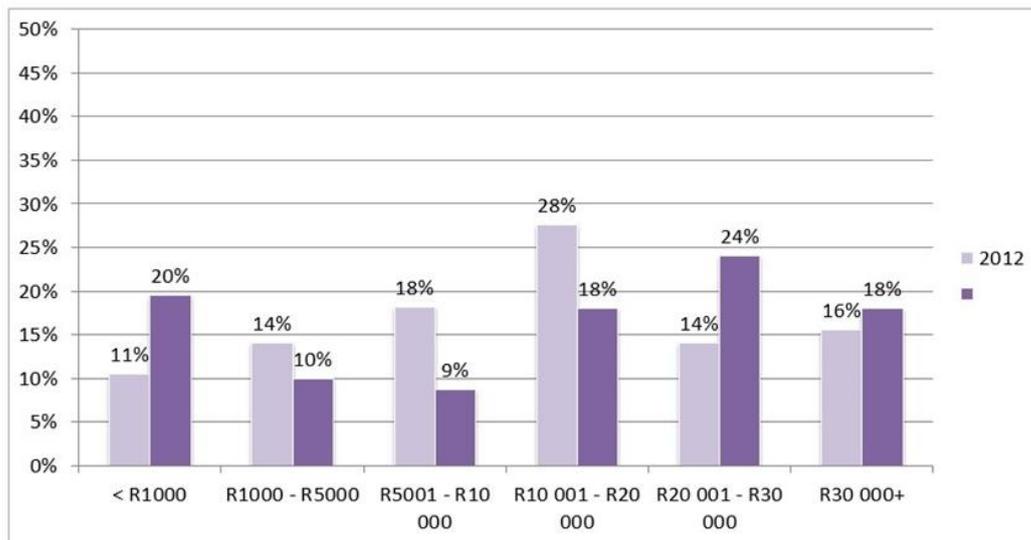
Splashy fen helps the community by employing local people in the community which helps alleviate poverty and reduce crime they also support the local pre-primary and primary school. Locals will be able to showcase their arts and crafts to incoming tourists or even display and sell them at the festival which could bring in new avenues for them. Locals are also trained and go through a skills development by splashy fen. Local bed and breakfasts business will boost as tourism increases Thus increasing the people’s pride in their community which will make them want to preserve it in order to attract tourists.



Splashy fens guests are treated to a four-day bliss whilst at the festival splashy focuses more on giving them an amazing experience than then buying items. Splashy fen makes sure that they have an incredible time by making sure they always have an activity to keep them occupied, from yoga to belly dancing to live music and so much more. To ensure the people have the best experience they make sure they are comfortable at all times, they even make sure there is wood chips on walkway to prevent any mud or water being on them. They've increased the number of showers from 12 to 65, they also get the option to check in early for only a fee of sixty rand.

In the years to come they will be bringing in a cashless system which will help the people see how much they're spending and also help Splashy fen see where people are spending and the way they move around the festival to see how to make it easier and better for the people. Toilets will also require a "check in" system that will take off money but just help Splashy fen see where more or less toilets are needed.

Demographics: Income



There seems to be a widespread of respondents with differing income levels. It was noted that 24% of the respondents earn between 'R20 001 – R30 000' per month, while 20% earn less than R1000 per month. It is also interesting to note that the joint third highest income level was R30 000 plus.

Estimated amount of profit for 2019

There is an average of 9000 tickets sold

1. 1500 tickets were sold at ZAR690.00 (US\$46) to the club members.
Total being: R1 035 000.00 (US\$69 000)

2. 1500 tickets were sold at R740.00 (US\$50) to the people who purchase their tickets early.
Total being: ZAR1 110 000.00 (US\$74 000)

The total profit amounted to approximately ZAR5 880 000 (US\$392 000) for this event. Apart from ticket sales hiring spaces for different outlets generated much income. The multiplier effect also came into play as tourists used the various sectors in Tourism in planning their trip (destination organizer, accommodation, transport, hospitality, attraction as well as the commercial).

How Splashy Fen Affects the Tourism Industry

Splashy Fen has become one of South Africa's premier music festivals. Around 9000 campers make the annual trip to Underberg in KwaZulu-Natal. Since it's held over school holidays and mostly over the Easter weekend the timing is appropriate for people wanting to make this trip.

The Southern Drakensberg Mountains will come alive with the sounds of over 300 musical acts from across South Africa



spanning the genres of isiZulu hip-hop, dance music and rock. Acoustic yoga, belly dancing, drumming, face painting, fashion shows and art are some of the other activities that one can engage in. By having a range of activities this allows a wide audience to come and be assured of having a great time.



It benefits tourism because many enjoy the fact that it is not confined to a start and end time as with other artists appearing before a live audience. It gives one the experience of seeing, the concert, staying over as well as possibly visiting attractions in the surrounding area which benefits Tourism greatly.

This in turn leads to increasing expenditure by the visitors as well as appreciating what South Africa has to offer. Whether it's on accommodation, food or buying merchandise at the festival, all spending boosts the economy. With that 99% of respondents would recommend KZN as a tourist destination to their friends and family.

South Africa's music scene is thriving with splashy being one of the biggest festivals bringing in the most tourism and attracting thousands of fans each year as well as 94% of the respondents were visitors to the region of the event.



By having the event advertised on social media platforms as well as in the local print media many people will be interested in attending a worthwhile event. Travel agents and tour operators can develop tours in this area focusing on all the attractions in this he vicinity of the concert.



9. SPLASHY FEN SOCIAL MEDIA

SUMMARY [AUG 2018 - APRIL 2019]

FB + IG + TWITTER (TOTAL)

5.3M		Impressions
78.6k		Engagements
5333		Link Clicks

The above would greatly improve the GDP (gross domestic product) of tourism in the country. [courtesy of Impi Concepts]

10. SECONDARY ATTRACTIONS

The one most meaningful and exciting attraction to visit whilst in this area is definitely the UKhahlamba Drakensberg Park that has been acknowledged by UNESCO (United Nations Educational scientific and Cultural Organization) as a World Heritage Site. This site is a mixed heritage site in that it has both cultural and natural components.



Activities that Ukhahlamba Drakensberg Park has to offer you can go hike and bike or go rock climbing as well as fly fishing in selected areas. Painting, relaxing and viewing San Rock Art surrounded by beautiful scenery can be enjoyed by all ages. The mountain streams and rivers are used for refreshing dips in the heat of the day.



For those wanting an outdoor, rustic, ecofriendly kind of experience the type of accommodation one would possibly enjoy is a log cabin. An example would be the Bergview log cabin.



Bergview Log Cabin

Outdoor cooking or braaiing (barbeque) would be a lovely opportunity to cook and eat around the fire and socialize instead of engaging on one's electronic devices



Glamping (glamorizing) camping can also be a new experience for those wanting some of the comforts of home such as ablution facilities and so forth.

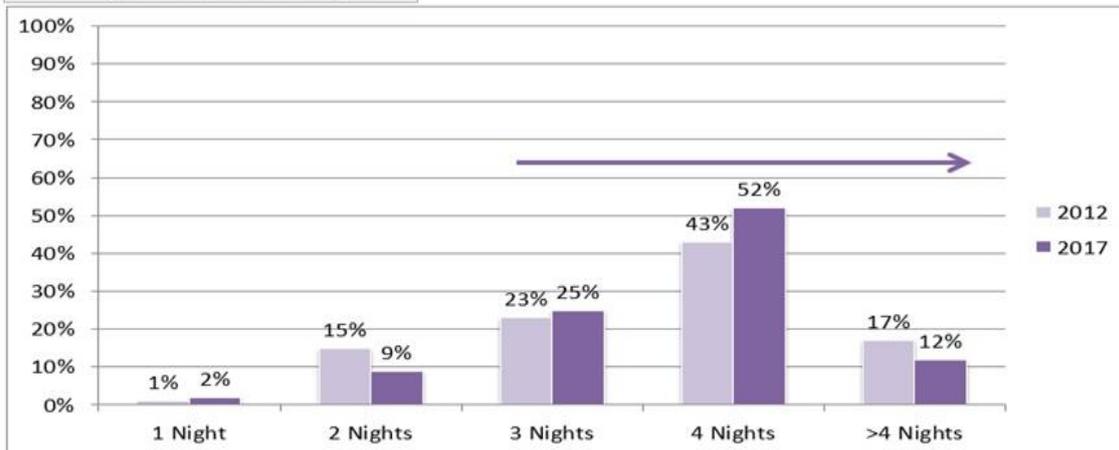


The graph below shows the number of nights spent at **Splashy Fen:**
[courtesy of Impi Concepts]

Length of Stay: Overnight Visitors



Average Stay: 3.5 Nights



It is evident from the graph above that the majority of the respondents (52%) stayed for 4 nights-which is the general time frame of the festival (13-17 April). Following this, 25% of the respondents stayed for 3 nights which seems to be a common trend whereby people leave to be able to have one day of the Easter Weekend at home. There was an increase in those who stayed for 3 and 4 nights and a decrease in those who stayed for more than 4 nights, when looking back at the data from 2012.

The FOMO (fear of missing out) can be replaced by the JOMO (joy of missing out) as one will get to be in the here and the now living each moment to its fullest without having to worry about everyday stresses. These surroundings are tranquil, and one is able to detach oneself and immerse themselves in the natural environment.



Transport is mainly by private vehicles or by such as SUV, s or 4 x 4s. Since it's a long drive from the city and from residential areas. The 4 x 4 off-road experience will give driving enthusiasts the opportunity to enjoy driving on the open terrain. For those who want to enjoy the scenic views can opt for Uber and they can enjoy a carefree trip without worrying about the wear and tear of their car.



Aerial view of the Festival

11. ACTIVITIES TO DO IN UNDERBERG

Fort Nottingham Museum, Sani Pass 4 x 4 Route, Kamberg Nature Reserve, Stormy Hill Horse Trails, and The Midlands Meander Trail where one can visit various cottage industries and coffee shops and also view the famous rock art on the caves walls of the San people at this World Heritage Site.



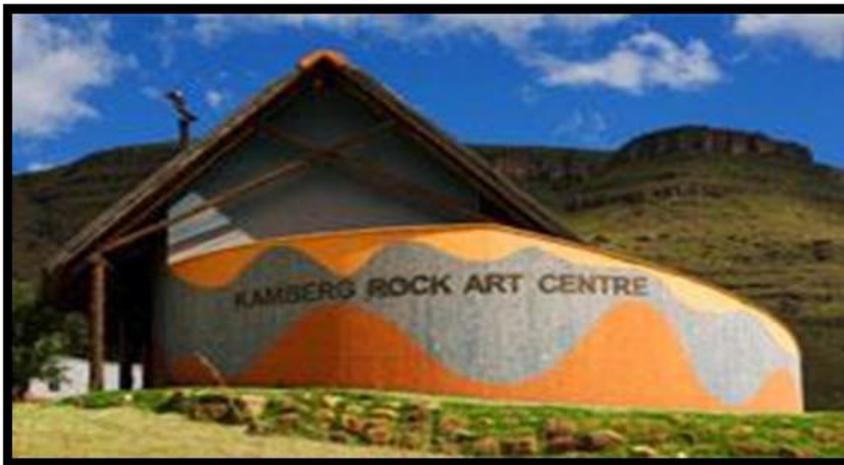
Fort Nottingham Museum



Sani Pass 4x4 Route



Midlands Meander



Kamberg Nature Reserve

Stormy Hill Horse Trails



12. FOMO



In fully enjoying your experience one can take pictures and videos of their experience and relive those memories long after they were made.



13. PLASTIC WASTE

All accommodation establishments offering take out services and retail outlets must serve their meals in biodegradable packaging and cups and cutlery. No polystyrene is allowed, and plastic bags should be replaced with paper or cloth bags. Plastic straws should be prohibited.



No polystyrene is allowed, and plastic bags should be replaced with paper or cloth bags. Plastic straws should be prohibited.

14. THE ACCESS ECONOMY

A good entrepreneurial idea would be to produce bags that are made from natural substances and perhaps have an imprint of the event or an attraction in the area on this item. This would create jobs, instil a sense of pride to the local community and empower them with skills. Roadside stalls featuring the local handicraft would also allow them to make a living.



Air B&B, s allows guests to live in private residences and experience hospitality by the landlords which will widen their experience of the area.



15. POSITIVE HIGHLIGHTS

94% of the respondents were VISITORS to the region of the event.

99% of the respondents had either an 'excellent'(66%) or 'good'(33%) experience at the event.

98% of the respondents were satisfied with the information provided regarding the event.

87% of the respondents plan to attend the event again in the future.

83% did NOT experience any problems at the event

99% would recommend the event to their family/friends

99% of the respondents would recommend KZN as a tourism destination to their family and friends

89% of the respondents stayed in the area for 3 nights or more.

The economic impact of the event was estimated to be **between R35,1 million and R45,5 million**. This figure had **increased by more than 50%** when compared with 2012, despite the total attendance being less in 2017.



**SPLASHY FEN, UNDERBERG, SOUTH AFRICA
MEDIA RELEASE**

**SPLASHY FEN WINS A LILIZELA TOURISM AWARD
IN RECOGNITION OF ITS CONTRIBUTION TO THE GROWTH OF
KWAZULU-NATAL**

Underberg, 4th October 2017:

With preparations for the 2018 Splashy Fen Music Festival well under way, Event Organisers Impi Concept Events are thrilled to announce that South Africa's friendliest festival was recently nominated and selected for a Lilizela Tourism Award.

LILIZELA TOURISM AWARD

The Lilizela Tourism Awards recognize and reward tourism players and businesses who work passionately and with pride to deliver a world class product and service and whose delivery grows South Africa's global destination competitiveness. Splashy Fen came out tops in the *Visitor Experience Category for Culture and Lifestyle*.

The award adds to the festival's already growing collection of nominations and accolades and comes at the same time as a recent Economic Impact study, conducted by Tourism KwaZulu-Natal and which highlights habits, spend and perception of attendees; showcasing the overall impact that Splashy Fen has on the province.

ECONOMIC IMPACT

Tourism KwaZulu-Natal's research department has estimated that the economic impact of the 2017 Splashy Fen Music Festival was in the region of R35.1 to R45.5 million. This means that the festival was directly responsible for injecting as much as R45 million into the local economy of Underberg, and the Kwa Sani local municipality, during the Easter Weekend of 2017. This figure has increased by more than 50% when compared with 2012, despite the total attendance being less in 2017.

It is also worth noting that 87% of the respondents who were surveyed in 2017 said that they will attend the event again in the future. With numbers steadily increasing from 4678 people in 2014 to 6893 in 2017, there is clear evidence that both Splashy Fen's economic impact and overall appeal has the potential for impressive future growth.

"The results of the study conducted by Tourism KwaZulu-Natal gives us immense hope for the future of Splashy Fen," says Festival Director Stu Berry. *"For the last two years, we have put a great deal of thought, energy and resources into creating a music festival that pleases everyone; artists, fans, vendors and sponsors alike. To see results like this in such a short space of time, inspires us to continue to build on the success of Splashy Fen year on year. What's more – being acknowledged as a key contributor*

to the growth of KwaZulu-Natal, in short, is an honour. Winning a Lilizela Tourism Award is an amazing achievement for us, and further motivation to continue to passionately build the local Underberg community.”

It is clear that under the management of Impi Concept Events since 2016, fans have benefitted and responded immensely well to the wealth of knowledge and expertise they have brought to the iconic music festival. A massive selection of international and local artists, top quality facilities, great family entertainment, exceptional health and security services and a new and improved venue layout; all contribute to an experience that makes Splashy Fen the great success that it is today.

REPORT FINDINGS

In terms of income levels, there was a wide variety (24%) earning between R20 001 – R30 000 per month and less than R1000 per month (20%). In keeping with this, 26% of respondents were ‘Students/Scholars’ and 19% claiming to be ‘Self-Employed’.

Of these respondent, 94% were visitors to the Underberg region during the 2017 Splashy Fen Music Festival, with 89% of them staying in the area for 3 nights or more, according to TKZN’s research department.

Furthermore, it is hugely positive to note that 55% of the respondents claim to have been influenced to attend the festival as a result of having experienced previous Splashy Fen festivals. In addition to this, 35% of the respondents attended the event due to ‘Word-of-Mouth’.

This means that 90% of the respondents attended the event without any influence from any traditional advertising means. This confirms for event organisers and fans alike, that Splashy Fen’s reputation is enough of a reason to influence people to attend.

Issued on behalf of:

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16. TEACHERS GUIDE

Introduction

The purpose of this guide is to assist educators in teaching their students about EVENTS Tourism.

The title, EVENTS TOURISM was presented by the GTTP [Global Travel and Tourism Partnership] to schools teaching Tourism to research an event from their province (as in the case in S.A.) and submit their project.

Therefore, the lesson plans and activities supplied in this guide relate specifically to the above theme and the event that we have chosen as our research topic is the Splashy FEN Musical festival, which is held annually in the province of Kwa Zulu Natal in South Africa.

Contents

This guide includes activities that can be used in the classroom which clearly states the outcomes, objectives, how to assess a task as well as to determine if a learning outcome has been successful.

The activities have been designed in according with the South African Schools Curriculum and these tasks can be adapted to teach similar types of events. The aim of the tasks is for the learners to acquire knowledge in an interesting and fun way by incorporating a word search for example as one of their activities.

Managing Inclusivity And Diversity In The Classroom

In South Africa, there are various racial and cultural groups and these need to be taken into account when teaching. Also, as educators we need to cater for a variety of abilities and aptitudes, so it is vital that assessments need to be varied so that all students are able to achieve be it an academic or a practical task.

For those students that struggle with English, which is perhaps their second language, a glossary of the words that are new to the learner should be supplied to assist them as well as to expand their vocabulary.

Students that have grasped the concepts quickly and are ahead of the rest can be given additional tasks and encouraged to undertake more research.

Peer tutoring can also be beneficial as it assists both the weaker learner [by being taught individually] and the brighter learner [to build up confidence in their abilities].

Peer tutoring is non-threatening and could be a great form of assistance to both the educator and the student who is struggling.

Resources

Posters

Maps

Smartboard (internet connectivity)

Speakers [sound]

Visitor or guest speaker supplying information about the event.

Task 1 – Individual Activity

Word search: Search and circle the word below and give a dictionary explanation for each.

T	O	O	C	Q	E	E	R	M	S	I	R	U	O	T
A	N	N	B	A	M	C	G	E	V	I	T	S	E	F
L	M	E	N	B	M	X	V	N	V	H	Y	U	I	Y
E	N	F	N	M	Y	P	H	E	R	I	T	A	G	E
N	Y	R	E	N	E	C	S	H	D	S	A	R	K	U
T	F	A	R	C	Y	T	G	I	K	L	N	T	J	K
Y	G	J	K	E	R	N	E	G	T	J	H	I	K	Y
H	J	M	N	J	Y	U	N	V	B	E	G	S	F	A
N	E	L	B	A	N	I	A	T	S	U	S	T	L	D
M	V	W	Y	T	P	Q	R	Y	U	I	N	B	V	I
P	E	B	N	M	N	B	V	C	X	F	S	T	M	L
I	N	E	A	C	D	E	R	R	O	O	D	T	U	O
Y	T	L	Y	U	N	T	O	I	U	T	F	H	S	H
U	G	H	J	C	A	R	A	V	A	N	T	A	I	J
F	D	N	K	R	B	D	O	M	E	S	T	I	C	Z

WORDS

SCENERY

GLAMPING

GENRE

SUSTAINABLE

DOMESTIC

HOLIDAY

BAND

HERITAGE

TENT

MUSIC

ARTIST

TALENT

TOURISM

FEN

FESTIVE

CARAVAN

CRAFT

EVENT

OUTDOOR

CAMPSITE

Activity 2

After having found the words relevant to the topic of study the student will now write out each of the words and find the meanings.

Resources needed:

Dictionary

Smart phone to access THESAURUS

This activity is an elementary activity allowing all students learn new words and it can be a fun activity to see who finds all of the words first!

Activity 3 - Marketing The Event

DESIGN a poster to market the Splash Fen Event.

This assessment can be done in pairs (2 students)

Your poster must comply with the following requirements: -

Size A3

Can be on any paper or board of your choice

Must include information relevant to the event.

The poster must be appealing and eye catching.

The following rubric can be used in assessing the poster

0-3	4-6	7-8	9-10
Little or no Effort	Some effort but Lacks some detail	Has met the requirements	Outstanding in terms of being eye-catching and appealing
Has not included any detail about the event	There is not much visual appeal	All necessary Information has been included	Has included all the relevant information
INAPPROPRIATE selection of Drawings/pictures		Poster is presentable but nothing outstanding	Shows a great deal of effort
			Excellent marketing of the event was displayed

The educator can select a few of the excellent posters as a form of display in the classroom.

Read the article below and answer the questions.

THE CHANGING FACE OF SPLASHY FEN

Twenty-seven years is a long time for a brand in a fast-changing world, and the festival has had its ups and downs

The Witness 30 Nov 2017• estelle.sinkins@witness.co.za

Splashy Fen has become so much more than just a music experience. THE story of South Africa's oldest and longest running music festival, Splashy Fen, is a truly remarkable one.

Back in 1990, when founders Peter Ferraz and Bart Fokkens, along with legendary sound engineer David Marks, decided to start a music festival in the Southern Drakensberg outside Underberg, little did they know or envisage that the event would become the iconic South African brand that it is today.

But it wasn't all plain sailing for this music festival, as it was truly staring down the barrel as recently as three years ago.

"In around 2012, the festival unfortunately bottomed out during a slump that extended for several years. Attendance was rock bottom and the festival seemed to be on its way out," said Robyn Ferraz, spokesperson for the Ferraz family.

"This festival holds a special place in our family's history and was a legacy that my dad put so much time and effort into, and so we couldn't bring ourselves to accept that it had simply run its course as a brand."

It was at that point that KwaZulu Natal event's organiser Impi Concept Events, which has helped develop the KZN mountain-biking and music scene, was consulted around the possibility of taking over the festival.

Two coffees later and it was a done deal, and Splashy was set to give it one more go under new management.

"When Robyn and her family approached us it immediately struck a chord," said Stu Berry, founder of Impi.

"Splashy is known by everyone and having attended it ourselves several times, we had noticed the steep decline in the festival's offering and hence the attendance.

"We spent significant time reviewing the festival and formulating a business plan focusing on where we felt the festival's future lay, presented that and in doing so, formed a partnership agreement that was focused on taking Splashy back to its roots."

It's no secret that between 2010 and 2015, Splashy had declined and was a less enjoyable experience. But those who attended both the 2016 and 2017 festivals under the new management, are raving about what is now considered SA's friendliest festival.

And, if attendance figures are anything to go by, it could soon be the hottest festival ticket in Africa.

"Our tag line of being SA's Friendliest Festival only came about at the end of the 2016 edition, when we asked our attendees for feedback on their experience at the new Splashy," said Berry.

"It was during that feedback that there was an overwhelming impression of change and that the attendees all felt safe, secure and among likeminded individuals of all ages who were all friendly, and so the ethos of Splashy began to change there and then."

The change is evident by the attendance figures. In 2015, Splashy drew 2 300 people. This rose to 3 800 in 2016 and to 5 600 in 2017.

"The attendance is evidence of the fact that this festival is different," said Berry. "It speaks to everyone and provides an environment where the parent of two is comfortable, while at the same time affording the student at 19 years old the same feeling.

"That is unique to any music festival in SA, and we're extremely proud of what is happening at Splashy.

"As much as we as a company can lay a platform for this kind of ethos to develop, we rely on our attendees to embrace and react to that platform."

You'd be forgiven for thinking that the event is a gathering of young minds who enjoy messy camping and dirty living. In fact, the average age of a Splashy festival goer has shot from 23 years to 34 years in the space of two years, signalling the return of families and an older generation.

Twenty-seven years is a long time for a brand to last in a country that has changed as much as SA has over that period. It becomes particularly hard to remain relevant in an industry that demands relevance and constant change.

But it seems that Splashy has done the impossible and revolutionised itself in only two years, so much so that the 2018 festival has been given an attendance cap of 7 000 sold tickets to ensure that it remains one of the most intimate and real festival experiences for its attendees.

With tickets already 25% sold, don't be surprised if the "sold out" signs go up in February next year. Something special is brewing outside Underberg, and it goes by the name of Splashy Fen. Over the next three months leading up to the iconic festival, The Witness will be profiling and tracking the festival's news, stories and updates, including several competitions for readers to win tickets, accommodation packages as well as exclusive meet and greets with local and international artists. — Arts Editor.

<https://www.pressreader.com/south-africa/thewitness/20171130/281496456603418>

The following activity is to test the learner's vocabulary and level of comprehension.
It also exposes the learners to tabulate and interpret statistical data.

The changing face of splashy fen

Questions relating to the article.

- Q1. What type of tourist/s would be interested in this event? (2)
- Q2. Give a reason for your answer. (2)
- Q3. In 2012 the festival 'bottomed out'. What does this mean? (2)
- Q4. What actions were taken to revive the falling numbers of attendees? (3)
- Q5. What is a tag line and state the tag line of this event? (3)
- Q6. List any three marketing strategies that the organizers can use to improve its sales. (3)
- Q7. Why is customer feedback so important when hosting events? (3)
- Q8. Draw a bar graph showing the attendance figures over the 2015,2016 and 2017 period (6)
- Q9. Comment on your graph. (3)
- Q10. Who do you think the target market is for this event and give a reason for your answer? (3)
- Q11. Why has the average length of stay changed over a period of two years. (2)
- Q12.How would you reference the site and the author of this article? (3)

Total 35 marks

POSSIBLE ANSWERS TO CASE STUDY

1. Cultural/leisure tourist
2. The cultural tourist would like to experience the activities as well as the music of predominantly South African artists.
Leisure tourists would just like to relax and enjoy what's on offer.
3. The event received poor attendance and not enough interest was received. Sales dwindled. (fell)
4. There was a change in management.
New marketing techniques were used.
A business plan was put in place.
5. It is a catchy phrase or slogan used to identify a product with a business.
'South Africa's friendliest festival'.
6. Social media
Local newspaper
Posters
7. It gives the company an idea of what the public feel about their product or services.
If it is positive the company knows what is working well and maintain that level of satisfaction and if the feedback is negative, they can try and fix what is wrong.
8. The graph over the three-year period should show a growth in the number of attendees over the years. That is, as each year passes the more people attend the festival.
9. Possible reasons could be: -
Positive reviews
Improvement of facilities
Caters for a much wider audience from children to middle-aged attendees.
10. The target market is the young adults.
This group enjoy late night activities, dancing and socializing as well as opting for cheaper accommodation such as in tents.
11. This can be due to the fact that the festival takes over a number of public holidays and many students are on holiday at the time.
Many people making the trip may decide to enjoy the natural surroundings and prolong their stay.

There are other tourist attractions nearby so many decide to do some other sight-seeing as well.

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<http://splashyfen.co.za/about/>

THE END