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## Taranaki releases RWC 2011 economic impact

**The Rugby World Cup 2011 brought a total of \$16.24 million to the Taranaki region, resulting in a \$6.74 million boost to regional GDP, an economic impact report by the region's economic development agency Venture Taranaki has found.**

Taranaki is the first region to release a quantified, comprehensive and independent economic impact assessment of the event.

At least 30,595 visitors from outside the region were attracted by the tournament, which sold more than 45,000 tickets to its three matches in September.

"In 2009 Venture Taranaki and the Taranaki Rugby Football Union released a comprehensive economic impact report on the sport of rugby in Taranaki, which predicted a total impact of RWC 2011 of \$12.00 million. It is a positive reflection on the efforts of our businesses and community that this was surpassed," says Venture Taranaki Chief Executive Stuart Trundle.

"Beyond the economic return, Taranaki has benefitted through significant opportunities to not only introduce the region to visitors, but to not only reach but leave a positive impression on an unprecedented global audience," Stuart says.

The region received extensive praise from international visitors for its friendly locals, impressive scenery and match venue.

The tournament also gained positive feedback from the region's business community, as the focus of Venture Taranaki's 6-monthly Business Survey.

19 percent of the region's businesses utilised the event in their marketing and communications, further emphasizing the legacy value and putting Taranaki on the map.

On the event itself, 93.6 percent believed RWC 2011 was positive for Taranaki, while 89.4 percent saw hosting the event as a positive initiative for New Zealand as a whole.

"Taranaki businesses saw the benefits as three-fold – attracting international visitors, creating positive media exposure and showcasing the region's friendliness."

"On an events, visitor and regional development level, the region has been able to leverage the event for both economic and broader legacy outcomes," says Stuart.

"The region is faced with a long term goal of attracting more people to live and work here, and the Rugby World Cup has been an immensely valuable tool in helping us move closer to achieving that goal."