

All Blacks V France

22 June 2013

Yarrow Stadium, New Plymouth



Event impacts and benefits

About the Game

- The All Blacks vs France third test
- Secured by Taranaki to play at Yarrow Stadium
- Result of successful bid by 'Team Taranaki'
- Previous test matches
 - Auckland (8 June)
 - Christchurch (15 June)
- Date: 22 June 2013
- Full time score: All Blacks 24 – France 9

Event assessment

Purpose: To assess the economic impact and benefit to Taranaki of hosting the All Blacks vs France match.

Methodology:

- Ticket sales
- Survey of out-of-region match attendees n=261 (survey monkey)
- Economic impact analysis

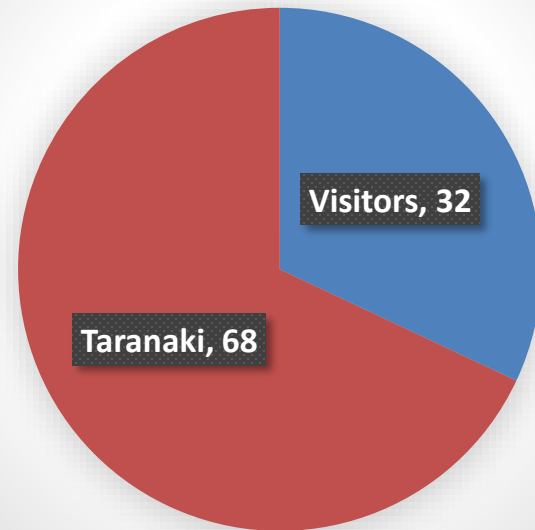
Tickets sold

Total ticket sales: 23,436

Visitors: 7,500 (32%)

Taranaki: 15,936 (68%)

Match Attendee Composition

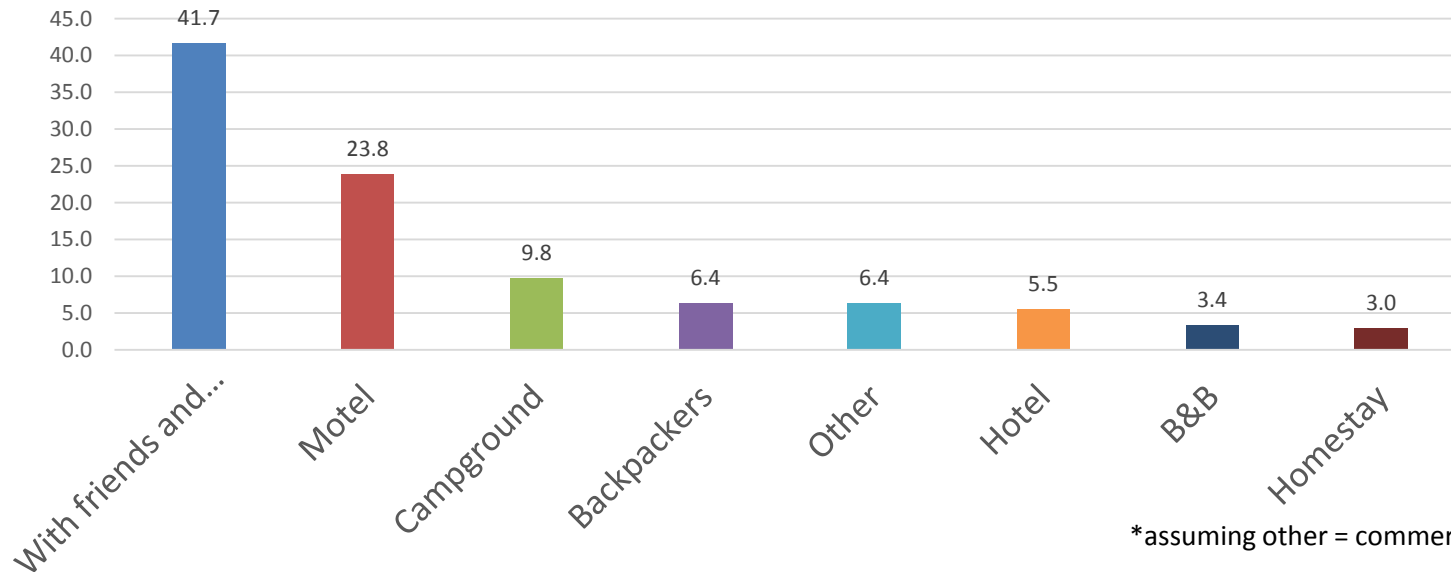


Source: ticket sales

Visitor accommodation

- Visitors stayed an average of 1.76 nights
- 58% stayed in commercial accommodation*
- 42% stayed with friends or relatives

If you stayed overnight in Taranaki - where did you stay?



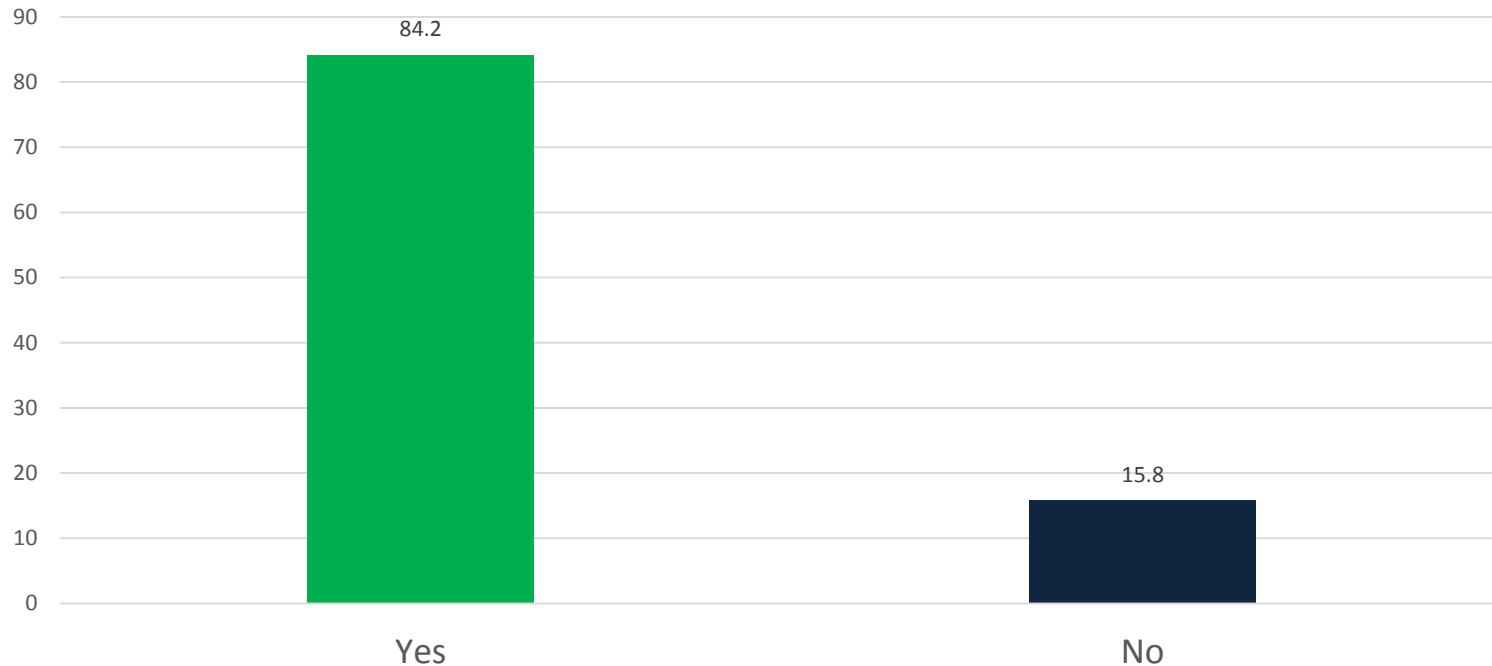


**16% of visitors had never
been to Taranaki before!**

The event was also

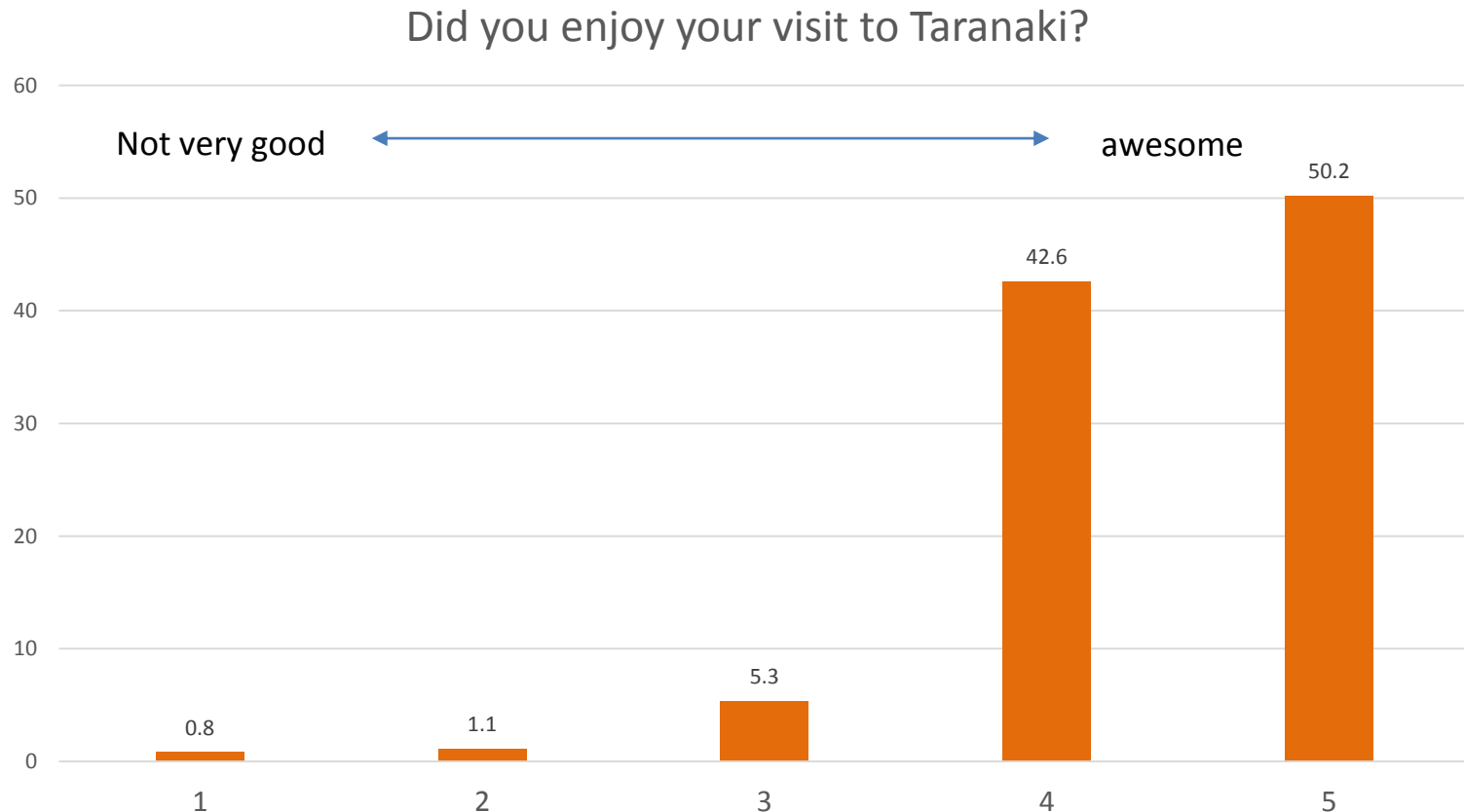
An opportunity to build or renew connections

Have you visited Taranaki before?



Visitors had a good time

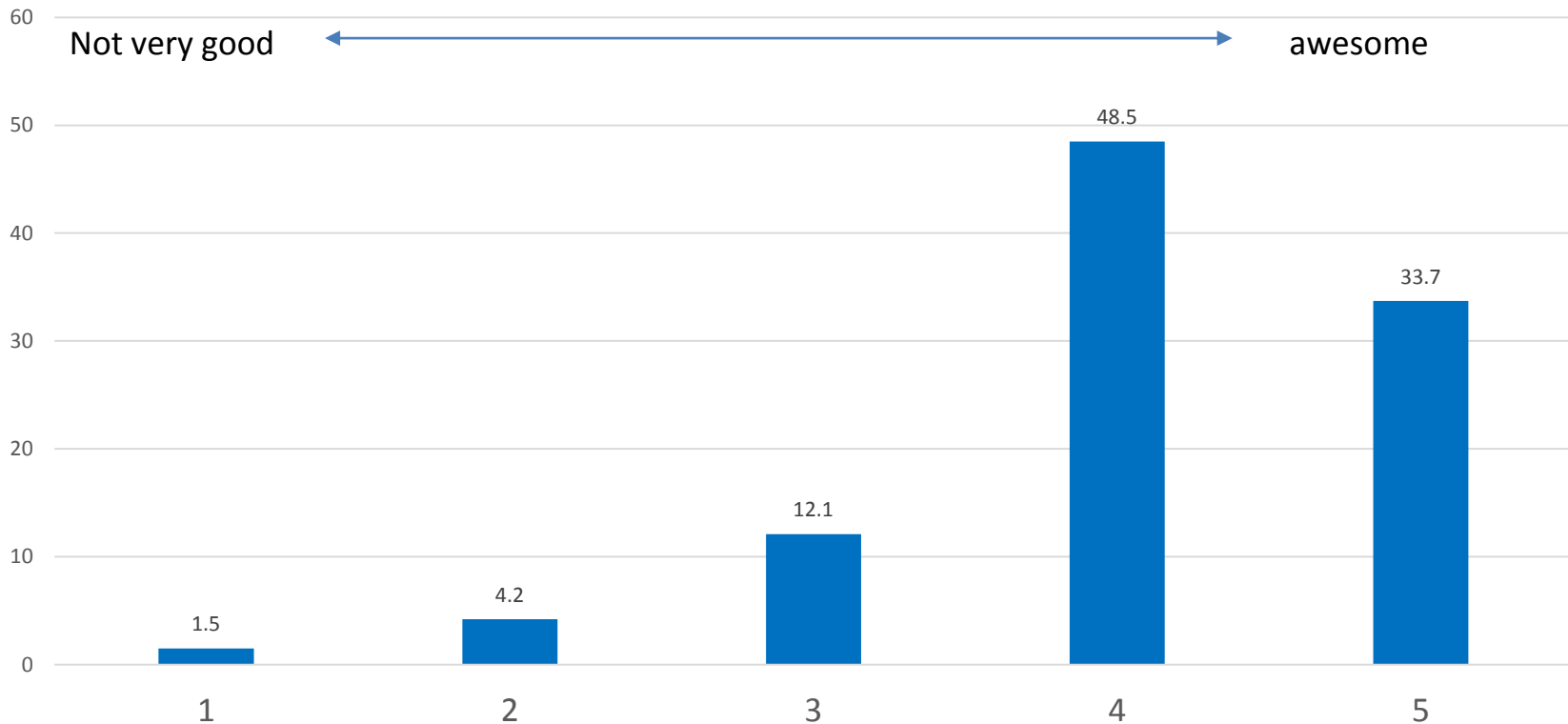
93% rated their Taranaki experience 4 or more out of 5.



Yarrow stadium rating positively

92% rated the stadium 4 or more out of 5.

Experience of Yarrow Stadium



They said...

- I loved how the whole city got behind the event. The atmosphere was amazing.
- Coastal walkway and Te Rewa Rewa bridge - fantastic
- **Mount Taranaki looked amazing. We climbed Paritutu. Loved Pukekura park.**
- Clean streets, excellent customer service.
- **Very friendly locals.**
- Weather heaps better than I thought it would be. Had a surf.
- **Snowed while we were up the Mountain!**
- Bars, club, restaurant all within walking distance – fantastic!

But...

- **Most of the places were closed on the day of the match. Some were just opened until 4pm.**
- We were surprised at the number of shops closed on the Sunday.
- **There was a lack of taxi's.**
- We were not impressed with the taxi service.

All Black v France 3rd test: Economic Impact Analysis

Economic assessment

What did we set out to achieve?

Assess the regional benefit (\$) of holding the event that would not have occurred had the event had not taken place.

Benefits from visitors....



1

Visitors are attracted to Taranaki to watch the game.

They spend money at the game ...and afterwards



2



6

Employees spend money



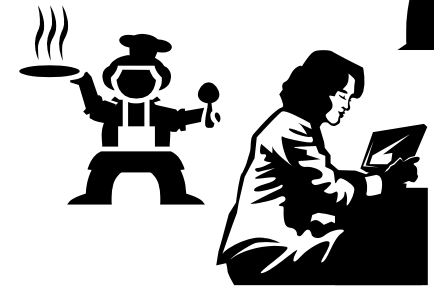
3

They stay at hotels. Buy food. Shop



4

Local companies buy goods & services to supply the visitors



5

Leading to more activity and employment by local businesses



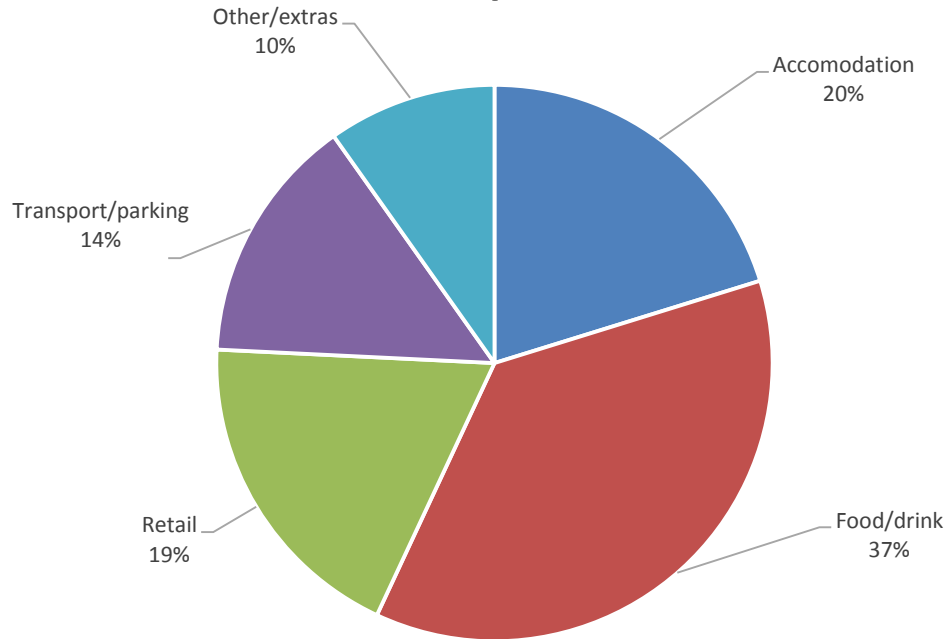
All Blacks v France: Visitor Expenditure

- Visitors to the match and their expenditure were surveyed.
- Direct expenditure = **\$2.24m** (conservative estimate)
- NB: This only includes out-of-town visitor expenditure

Where did visitors spend their money?

Average amount spent per visitor for visit: \$298.46

Visitor Expenditure



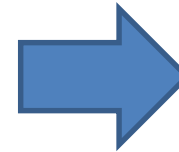
Benefits extended to variety of outlets:

- Accommodation (20%)
- Food/restaurant/drink (37%)
- Retail (19%)
- Transport, taxi's, petrol stations (14%)
- Other/extras (10%)

Economic impact of visitor expenditure



Direct impact on regional economy = **\$2.24m**



Total impact
= \$4.53m

Flows through Taranaki regional economy
e.g. retail, electricity, bars, restaurants, transport etc.

Contribution to Regional GDP*

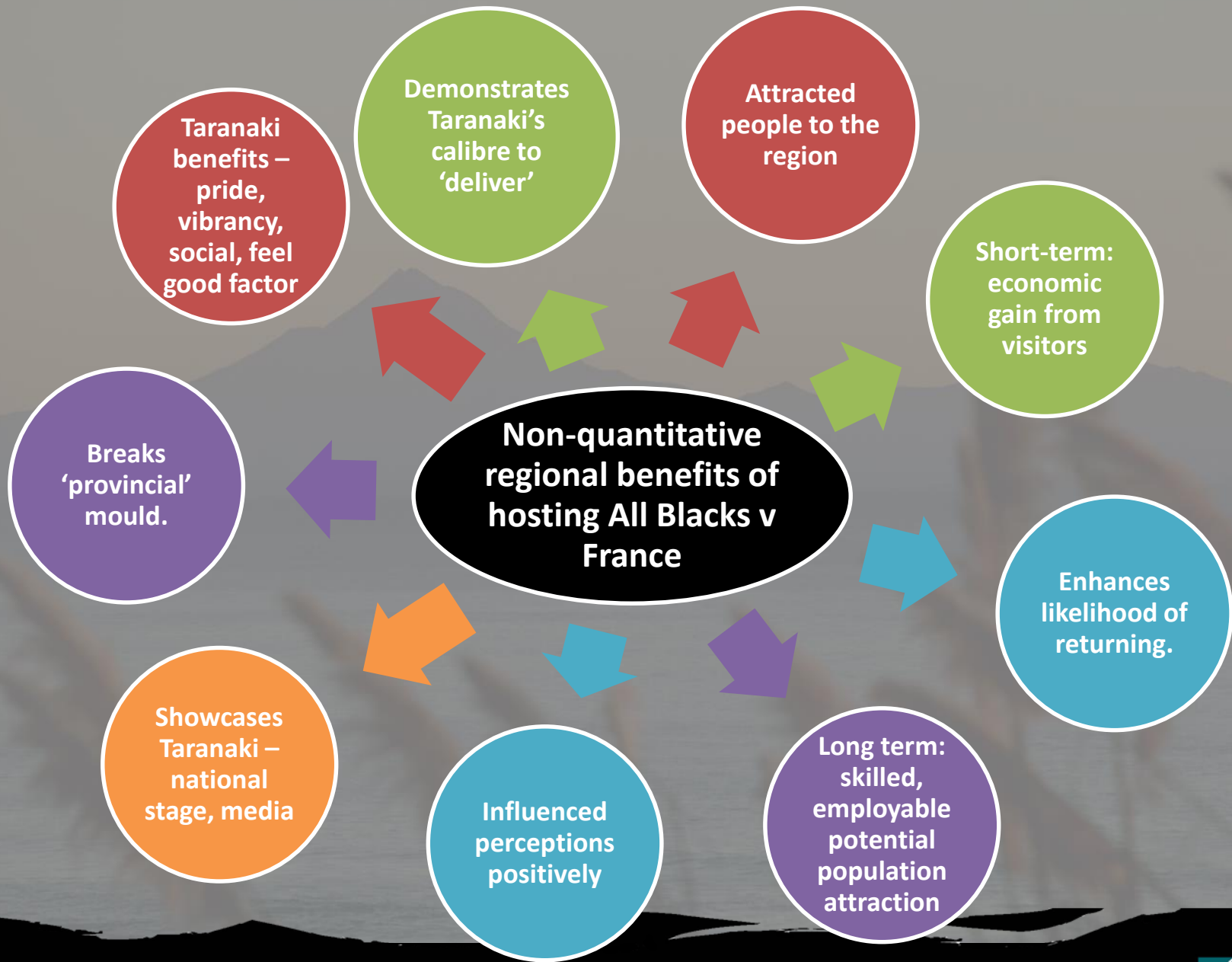
\$1.76 million



Definition: Value-added/GDP

The value added to goods and services by the contributions of capital and labour:
i.e. what is left in the region after the costs of bought-in materials and services
have been deducted from the total value of output.

Non-Quantitative Benefits



Conclusion

- The fact events 'make money' is nice but is not the ultimate driver.
- The danger – we only focus on the short term.
- Instead - consider events through the broader lens of Taranaki's strategic positioning.
 - A 'cool place' to live/work
 - Retention/attraction of talent
 - Vibrancy
 - Brand position/perception
 - Community confidence