

# Rugby World Cup 2011



## Economic Impact for Taranaki Region

[www.taranaki.info](http://www.taranaki.info)

# Rugby World Cup 2011

- Three pool matches:
  - Ireland vs. USA  
11 September 2011
  - Russia vs. USA  
15 September 2011
  - Wales vs. Namibia  
26 September 2011

# Value of Rugby to Taranaki Report

- Launched by Prime Minister, September 2009
- Report by Venture Taranaki, commissioned by Taranaki Rugby Football Union
- **Predicted value of RWC 2011 to Taranaki:**

	DIRECT	TOTAL
OUTPUT (\$m)	\$ 7.69	\$ 12.00
GDP (\$m)	\$ 3.09	\$ 5.24

Source: BERL 2009

# Actual value of RWC 2011 to Taranaki

	<b>DIRECT</b>	<b>TOTAL</b>
<b>OUTPUT (\$m)</b>	<b>\$ 7.68</b>	<b>\$ 16.24</b>
<b>GDP (\$m)</b>	<b>\$ 3.75</b>	<b>\$ 6.74</b>

Source: TSMR 2011

# Actual value of RWC 2011 to Taranaki

The three Rugby World Cup 2011 matches hosted by Taranaki had a total output of **\$16.24 million**, and showcased the region to **30,595** national and international visitors.



# Actual value of RWC 2011 to Taranaki

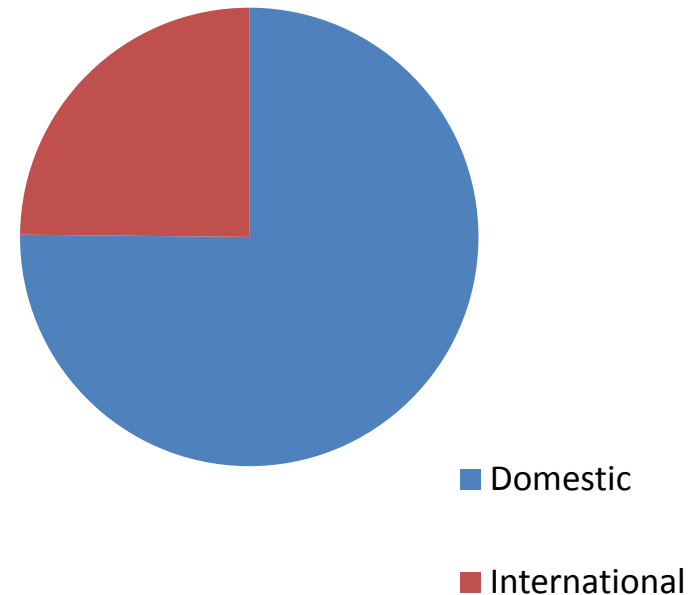
- **Output** amount is amount that changed hands
- **GDP** amount is amount that remained in region
- **Direct** is actual spend by visitors
- **Total** includes flow on effects

# Value determined by:

- Ticket sales
- Accommodation survey
- In field survey – Touchpoll
- Media responses
- Taranaki Business Survey – Dec 2011

# Ticket Sales: All Matches

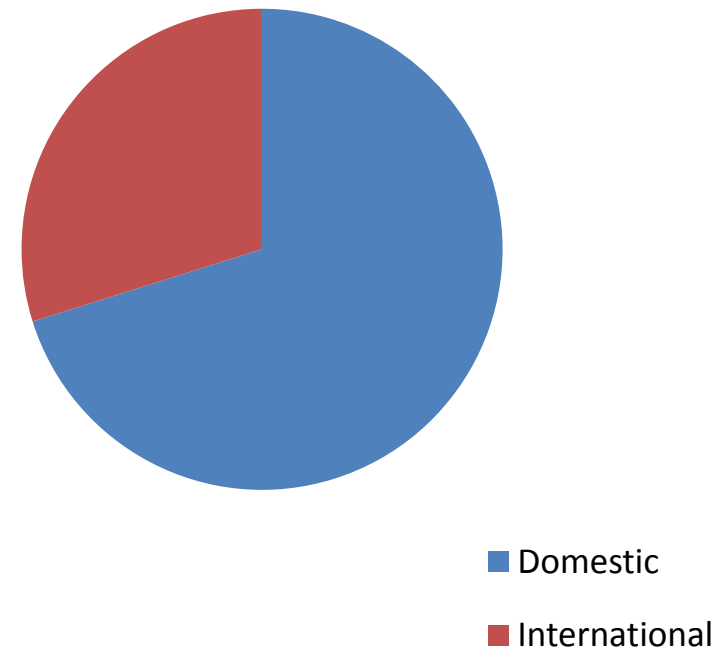
- **45,115 Tickets sold**
- **33,908 Domestic**
  - Taranaki: 14,520
  - Auckland: 14,207
  - Wellington: 2,017
- **11,207 International**
  - Ireland: 2,581
  - USA: 2,319
  - Australia: 2,259





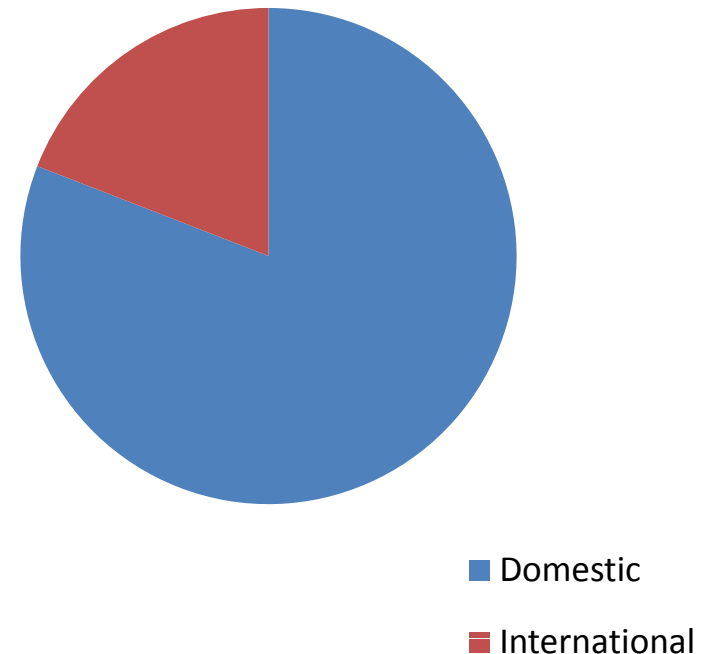
# Ticket Sales: Match 1

- **20,173 Tickets sold**
- **14,150 Domestic**
  - Taranaki: 6,096
  - Auckland: 5,371
  - Wellington: 1,009
- **6,023 International**
  - Ireland: 2,488
  - USA: 1,176
  - Australia: 1,158



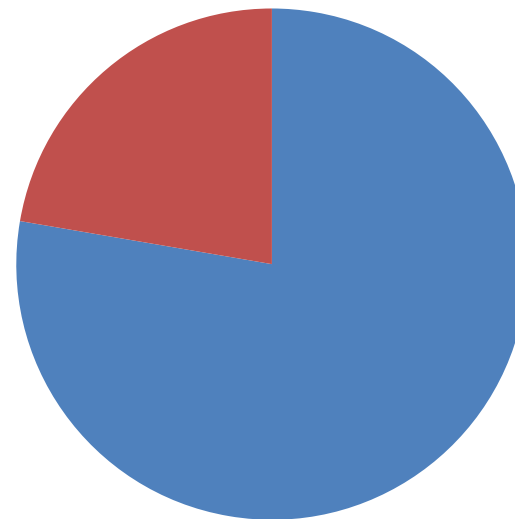
# Ticket Sales: Match 2

- **11,840 Tickets sold**
- **9,579 Domestic**
  - Auckland: 4,193
  - Taranaki: 3,913
  - Wellington: 685
- **2,261 International**
  - USA: 977
  - Australia : 516
  - England: 162



# Ticket Sales: Match 3

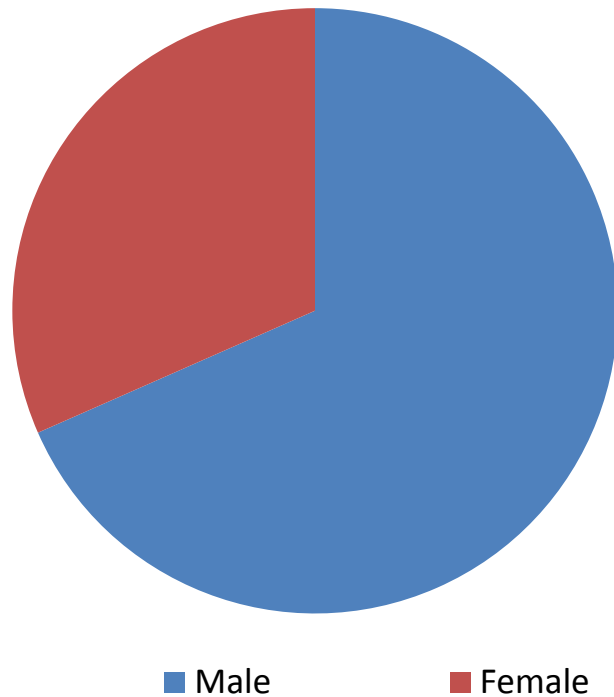
- **13,102 Tickets sold**
- **10,179 Domestic**
  - Auckland: 4,643
  - Taranaki: 4,511
  - Wellington: 323
- **2,923 International**
  - Wales: 778
  - England: 737
  - Australia: 585



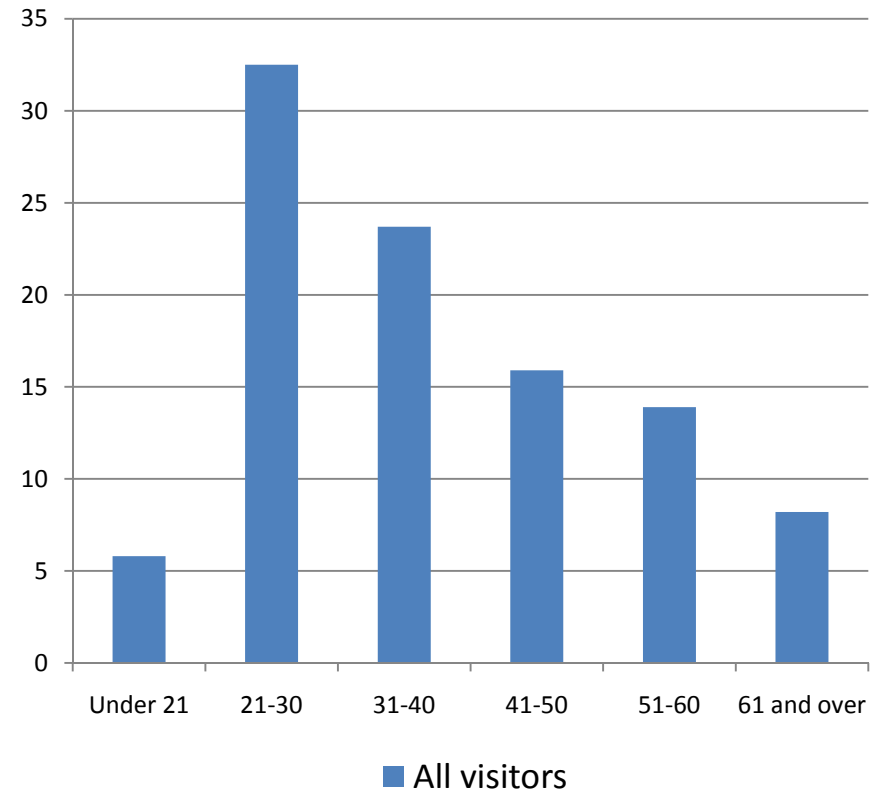
■ Domestic  
■ International

# Visitor Demographics

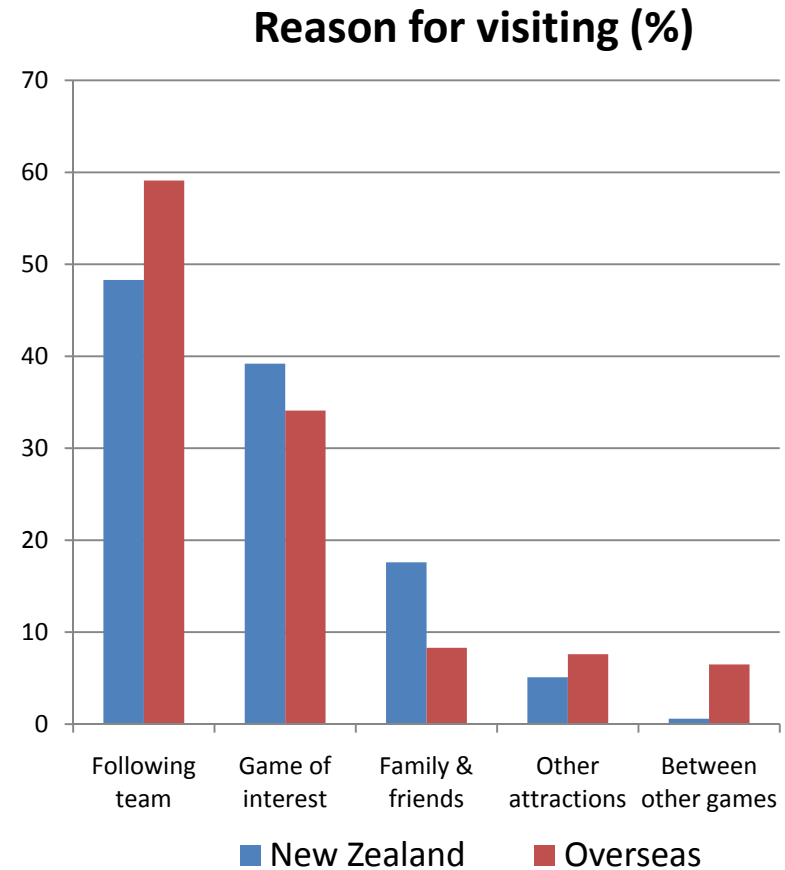
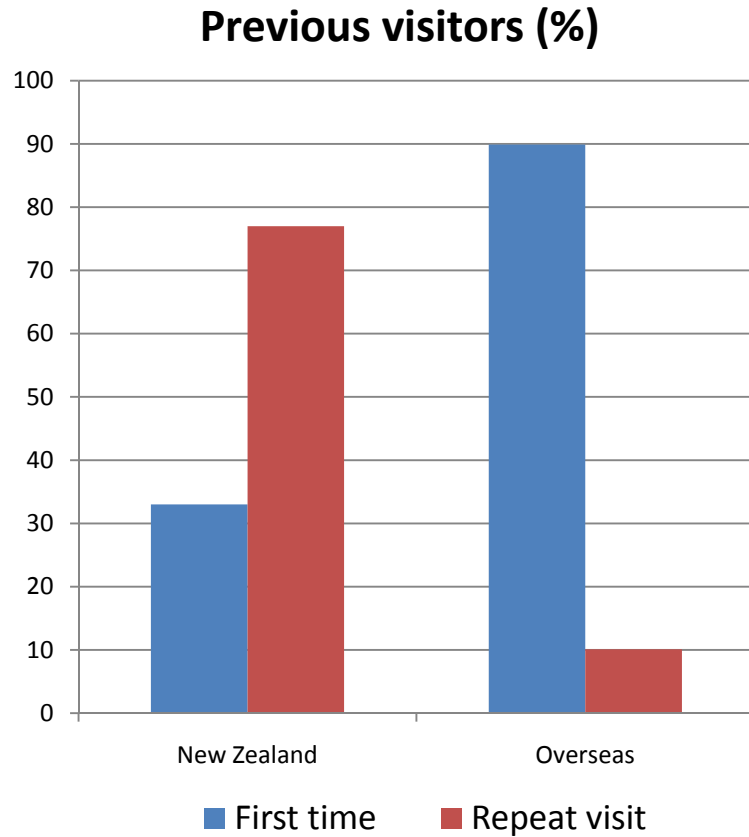
Gender of visitors



Age of visitors

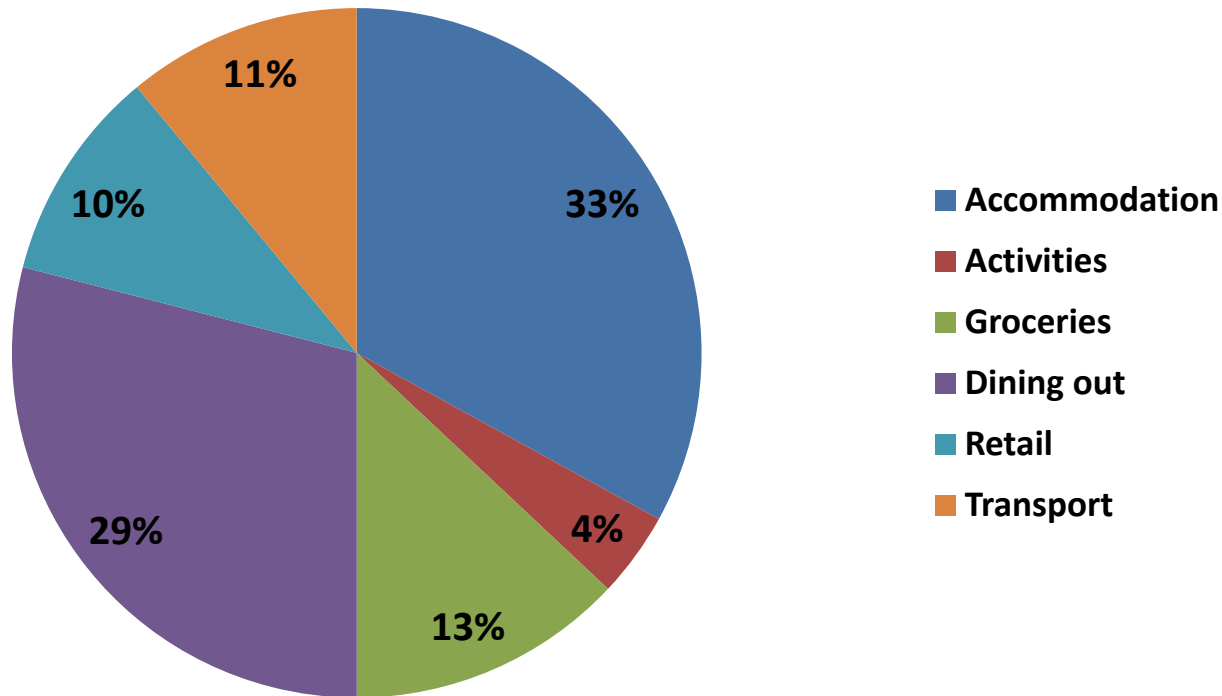


# Visitor Demographics



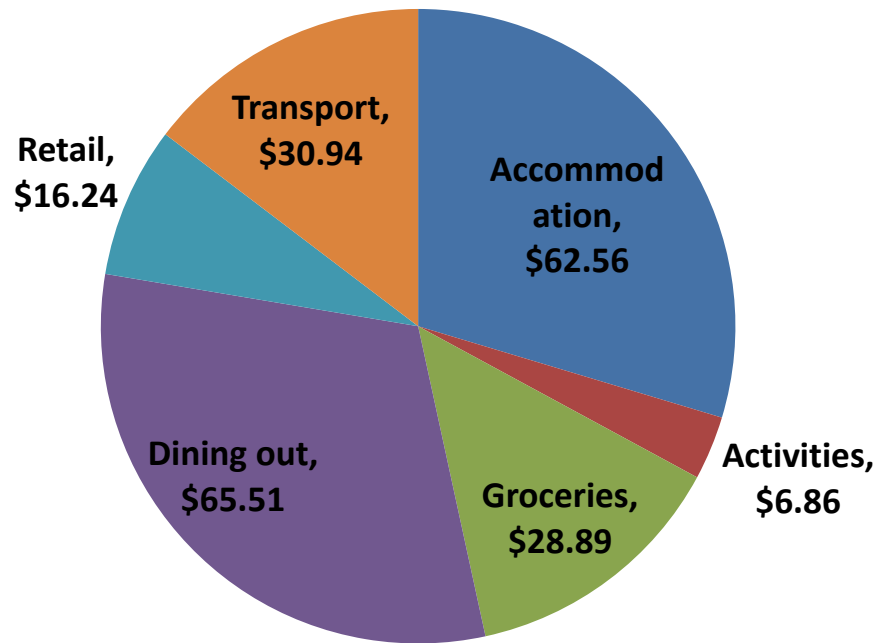
# Visitor Expenditure

Average spend: \$296.29 per visitor

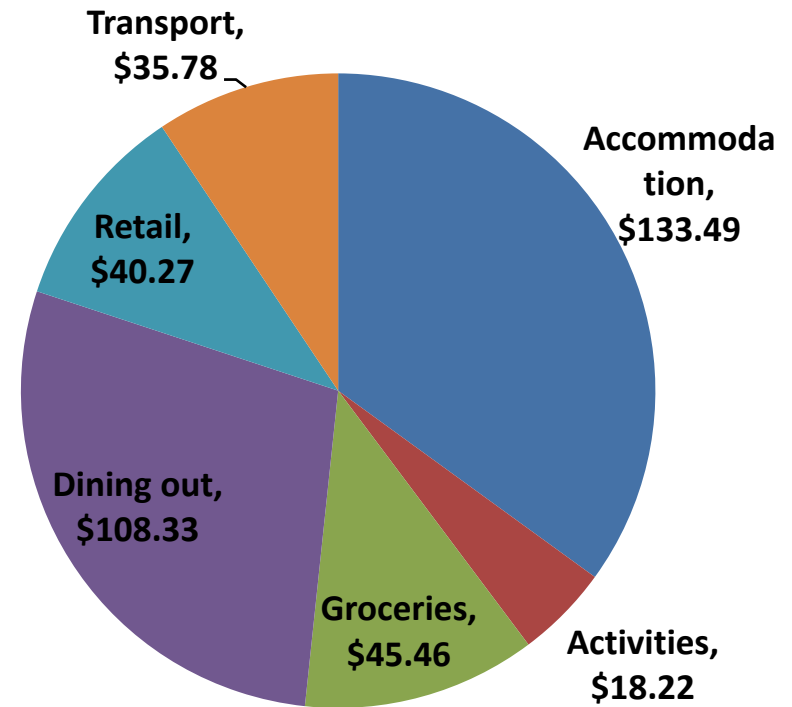


# Visitor Expenditure

New Zealand: \$211.09 per person

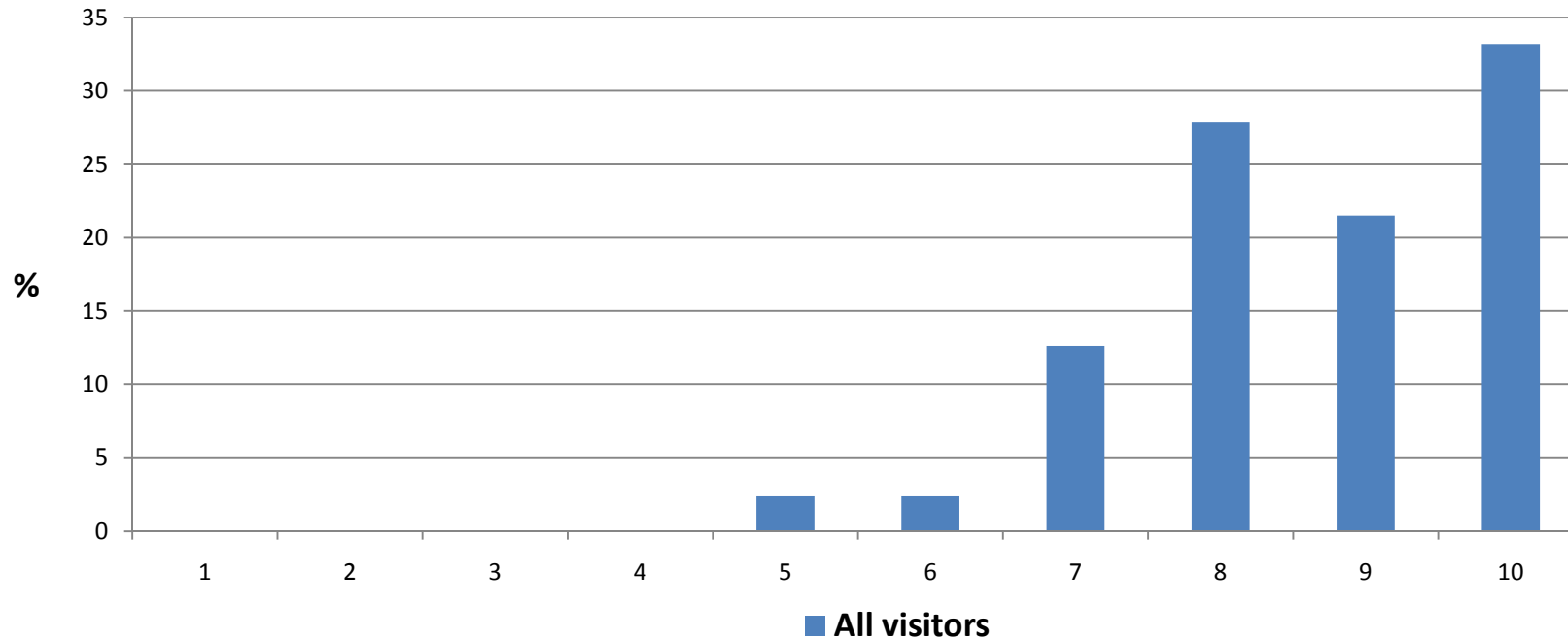


Overseas Visitors: \$382.22 per person



# Perceptions of Taranaki

Where 10 = Absolutely fantastic





# Specific visitor responses

- **What was excellent:**
  - Friendly people
  - The scenery: coast and mountain
  - Stadium Taranaki
  - The service from holiday parks/camp grounds
  - The organisation of the event
  - The region's amenities
  - “Sense of freedom you don't get other places”

# Specific visitor responses

- **What could be improved:**
  - Public transport around game and city
  - Retail and dining hours – many found things closed
  - More signs – SH3 north, to attractions
  - Better merchandising
  - More space and amenities for campervans
  - More recycling facilities
  - “Use the railway along the coast as a scenic line”

# Taranaki Businesses

- 47.5% went to a match in Taranaki
- 15.6% went to a match elsewhere in New Zealand
- Only 12.2% of those that went to a match used the event for corporate or business hosting
- But 19% of businesses used Taranaki's games in their marketing or communications

# Taranaki Businesses

- **Was hosting RWC 2011 a positive initiative?**
  - For New Zealand **Yes: 89.4% No: 10.6%**
  - For Taranaki **Yes: 93.6% No: 6.3%**

# Taranaki Businesses

- **Best impacts of RWC 2011 on Taranaki?**
  - Attracted international visitors to region (97.9%)
  - Created positive media exposure for region (97.3%)
  - Showcased Taranaki Friendliness (97.2%)

# The Legacy of RWC 2011

- Work to ensure impact extended well beyond September.
- Supporting regional vision:

*By 2035 Taranaki will be a progressive, growing, westward-looking province of national significance. Renowned for its people, culture, talent, rich natural resources and desirable location.*

# The Legacy of RWC 2011

- Directly showcased region to 30,595 visitors
- Reached a much greater global audience through broadcast, print and digital media
- 971,000 views of region's Facebook over period
- Active media hosting programme
- Significant boost in traffic to [www.taranaki.info](http://www.taranaki.info)
- Skills attraction campaign: Swap Sides
- Stadium and infrastructural legacy

# UK Skills Mission



- Following RWC VT led a skills mission to the UK



# A new legion of Taranaki fans

- My first visit to New Plymouth. Will leave tomorrow with great memories of the place. Quality.

**Andrew Baldock, The Independent**

- Mt **Taranaki** at its superlative best tonight in evening sun. Worlds most scenic ground? **Brendan Gallagher, Daily Telegraph**

# A new legion of Taranaki fans

- Thanks New Plymouth for shining like the sun & hosting local & foreign visitors with ease & grace. Loved our time here **Petra Bagust, TVNZ Breakfast**
- Glorious evening in New Plymouth and Stadium Taranaki is a little beauty. No excuses for Wales. **Huw Baines, UK Sports Journalist**

# A new legion of Taranaki fans

- If there's a more impressive backdrop to a rugby stadium than Mount Taranaki, I'd like to see it. **ITV Wales Sport**
- Heading off toward Auckland tomorrow, sorry to leave but definitely planning to comeback someday  
**Mike Owen, Ex Wales Player/Media Personality**

**Thank you.**

Next up is the FIFA Under 20 World Cup  
New Zealand 2015...

[www.taranaki.info](http://www.taranaki.info)

Venture  
**TARANAKI**  
Te Puna Umanga

