

RUGBY WORLD CUP 2011 FACT SHEET

ECONOMIC IMPACT & TOURISM

Economic Impact

- RNZ 2011 announced in September 2006 that hosting RWC 2011 will generate more than NZ\$1.15 billion in total economic activity, and pump more than half a billion dollars into the New Zealand economy, according to an economic impact report prepared by Horwath Asia Pacific Ltd.
- RWC 2011 is estimated to add NZ\$507 million to New Zealand's gross domestic product, 23 per cent more than original forecasts prepared at the time of the bid to host the Cup.
- RWC 2011 is also estimated to provide the New Zealand Government an additional NZ\$112 million in tax revenue.
- Auckland, as host of the RWC 2011 Final, stands to gain around \$240 million in additional gross domestic product and NZ\$262 million of total direct additional expenditure in the Auckland economy.
- Based on Australia's experience of hosting Rugby World Cup 2003, New Zealand can expect to attract as many as 95,000 international supporters, 2,500 international media, and up to 2,500 corporate and VIP guests throughout the Tournament.
- RWC 2007 brought in 400,000 additional visitors to France in September-October 2007 delivering a total economic impact of €4 billion (NZ\$7 billion).

Tourism

- Tourism is New Zealand's largest earner of foreign exchange and New Zealand continues to be ranked globally among the world's top tourist destinations.
- Currently New Zealand is experiencing 7% annual growth in international visitors.
- In the last five years accommodation availability in Auckland has increased by 6,000 beds to a total of 36,000 beds. Even prior to New Zealand's successful Bid, a further 10,000 beds were projected to become available over the five years leading up to RWC 2011.
- The full spectrum of accommodation and travel options is available to RWC 2011 visitors ranging from five and six- star hotels to budget accommodation.

For the latest on RWC 2011, please visit www.rugbyworldcup.com.

RUGBY WORLD CUP 2011 WORLDWIDE PARTNERS

