

# Evaluation of the Rugby World Cup 2011 in Auckland



<b>What we were asked to do</b>	<p>Our client asked us to objectively evaluate:</p> <ul style="list-style-type: none"><li>• The immediate and legacy economic and social impacts of the Rugby World Cup (RWC) 2011 in Auckland</li><li>• Auckland's contribution to planning and delivering a world-class tournament while keeping Auckland functioning.</li></ul>
<b>How we approached the project</b>	<p>We used a mixed methods approach, drawing on both qualitative and quantitative information in order to assess both monetary and non-monetary impacts. We partnered with an economic modelling specialist and a market research company to undertake:</p> <ul style="list-style-type: none"><li>• Market research</li><li>• Analysis of external data sources, in particular expenditure data</li><li>• Economic modelling using Multi-Regional Input-Output (MRIO) and Computable General Equilibrium (CGE) frameworks, and</li><li>• Integration, interpretation and reporting of results.</li></ul>
<b>Our findings</b>	<p>Overall, RWC 2011 in Auckland was regarded as a very successful event:</p> <ul style="list-style-type: none"><li>• Participation in the event was very high, with an estimated 114,000 international visitors and 124,000 domestic visitors coming to Auckland for the event.</li><li>• The economic impacts included \$512 million in net additional direct expenditure, \$728 million in short-term economic impacts (value added) and \$322 million in medium-term economic impacts.</li></ul> <p><i>continued over</i></p>

## Our findings

- The business impacts (perceived by a minority of businesses) included opportunities for business networking, increased awareness of Auckland as a place to invest and do business, and a number of significant business deals in the pipeline.
- The social impacts involved wide interest and participation in matches and events, a heightened sense of pride in the city, an increased sense of community and significant interest in volunteering. There was limited disturbance to day to day operations.
- There were also impacts on place making, such as the improvements in urban amenities that will benefit Auckland after the event. We found that visitors were very satisfied and likely to recommend Auckland to others, and there was a high level of support for Auckland as a major event destination.

Overall, RWC 2011 in Auckland was regarded as a very successful event:

- Substantial support exists among Aucklanders for the holding of similar events in the city in light of their perceptions around the success of RWC 2011
- The managing of the event itself in Auckland has also provided the key organisations with 'real time' experience and a valuable set of 'lessons learned' for hosting future events.

## Read the final report

[publications.srgexpert.com](http://publications.srgexpert.com)