Ōtautahi Christchurch

Major Events
Level of Service
2022/23

ChristchurchNZ

Major Events Calendar

22

New Zealand Cup Meeting Riccarton
5, 9 & 12 November

IRT New Zealand Trotting Cup Addington
8 November

NZ Agriculture Show
9–11 November

Football Ferns
12 & 15 November
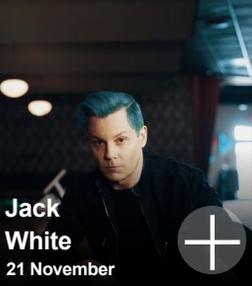
Jack White
21 November

The Killers
25 November

BLACKCAPS v India (ODI)
30 November

White Ferns v Bangladesh (T20)
2 December
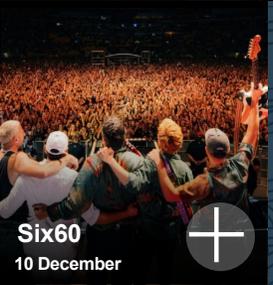
Six60
10 December

23

Bread & Circus World Buskers Festival
13 - 29 January
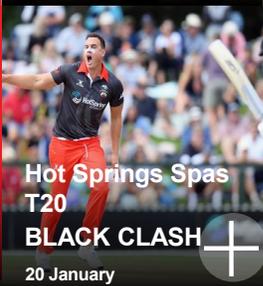
Hot Springs Spas T20 BLACK CLASH
20 January

Elton John Concert
24 January

One New Zealand Warriors v Melbourne Storm
19 February
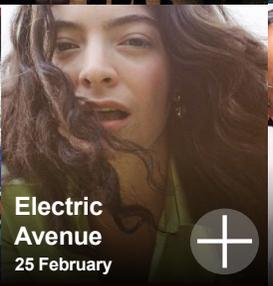
Electric Avenue
25 February

Snoop Dogg
10 March

TSB National Surf Lifesaving Champs
9 – 12 March

BLACKCAPS v Sri Lanka (Test)
9 – 13 March

Sail GP
18–19 March
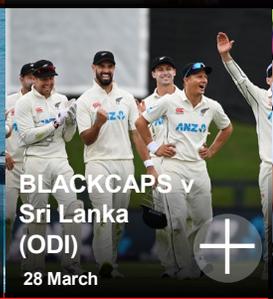
BLACKCAPS v Sri Lanka (ODI)
28 March

FIH Hockey Pro League
22 – 30 April

Marketing Data from FY23

3 x Sets of content boards

202,186 Organic Social Engagements

82,374 Pageviews to CNZ What's On

3min23sec Average time on CNZ What's On

2,405,997 Organic Social Reach

$3.9M PR Advertising Value Equivalency
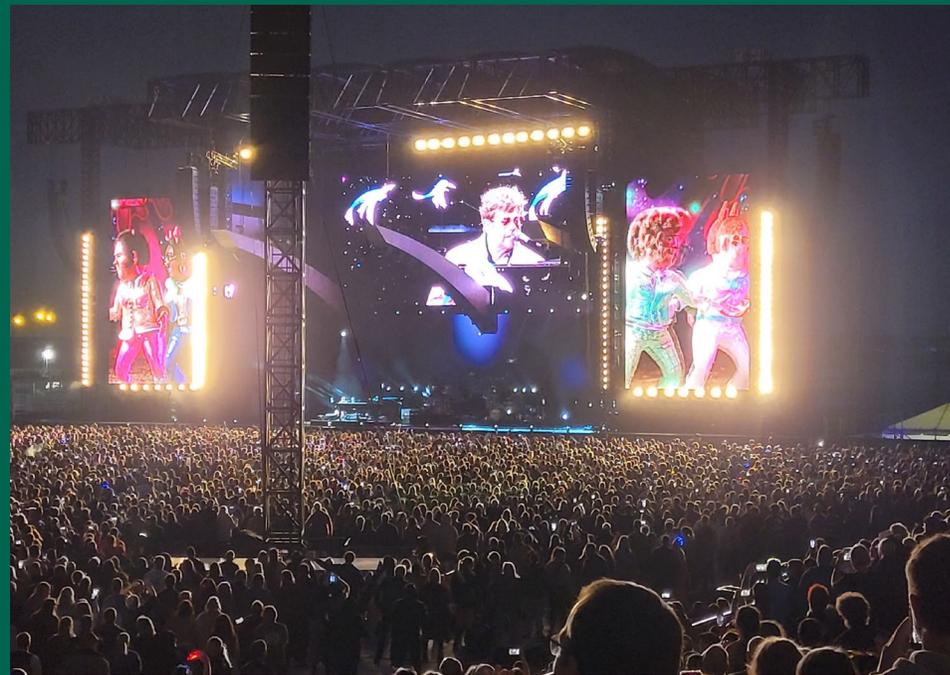
421M PR Reach

334 Article mentions

Assessing Major Events 2022-23

24 Total Major Events Hosted

400,000 Estimated total event attendance

180,000 Estimated total visitor nights

$33mil+ Estimated total visitor spend

Spider Graphs

Events are mapped reflecting their strategic alignment to the three key mayor event outcomes

| Criteria	Scoring
Economic Impact	0 = generates under $500k 1 = generates $500k - $1m 2 = generates $1 - $5m 3 = generates greater than $5m
Legacy and Community Outcomes	0 = the event does not leave a legacy in the community beyond the event itself (i.e. concert) 1 = the event leaves some legacy in the community which may include greater inclusivity and diversity or participation in arts, culture or sport. 2 = the event leaves a legacy in the city which may include greater inclusivity and diversity, or small infrastructure investments. It may support the principles of Te Tiriti, reduce seasonality or increase participation in arts, culture or sport. 3 = the event leaves a tangible legacy in the city which may include greater inclusivity and diversity, or large infrastructure investments. It supports the principles of Te Tiriti, and may reduce seasonality or increase participation in arts, culture or sport.
City Profile	0 = the event has limited profile, media opportunities or brand value beyond advertising of the event itself. 1 = the event has some profile, media opportunities or brand value in local media. May support community narrative aspirations. 2 = the event has profile in national or Trans-Tasman media audiences which may include broadcast. 3 = the event has high profile in national, Trans-Tasman and/or international target audiences which includes broadcast.

AUTUMN

AUTUMN EVENT

Economic Impact

2

1

0

Legacy

City Profile

— FIH Hockey Pro League
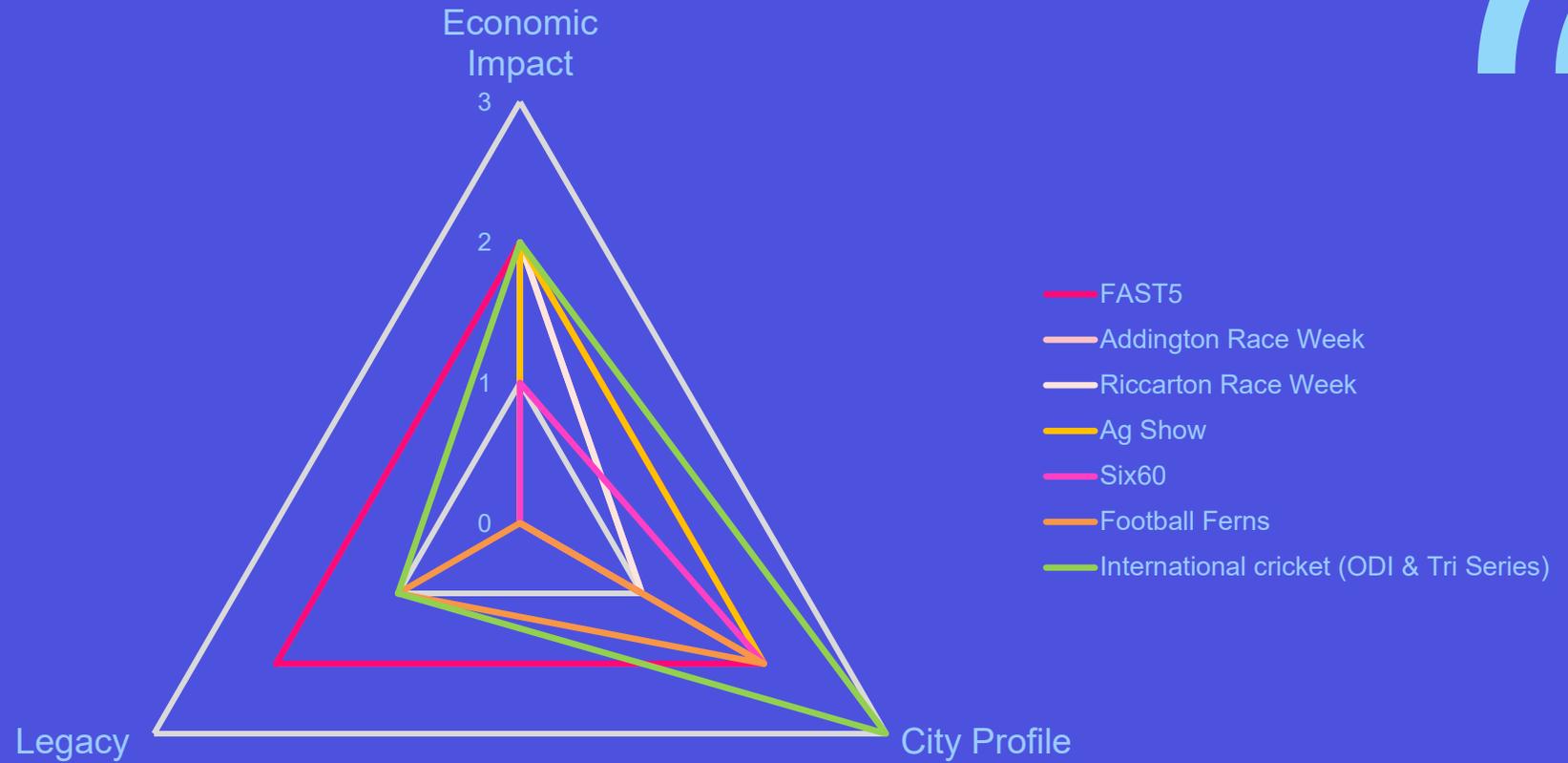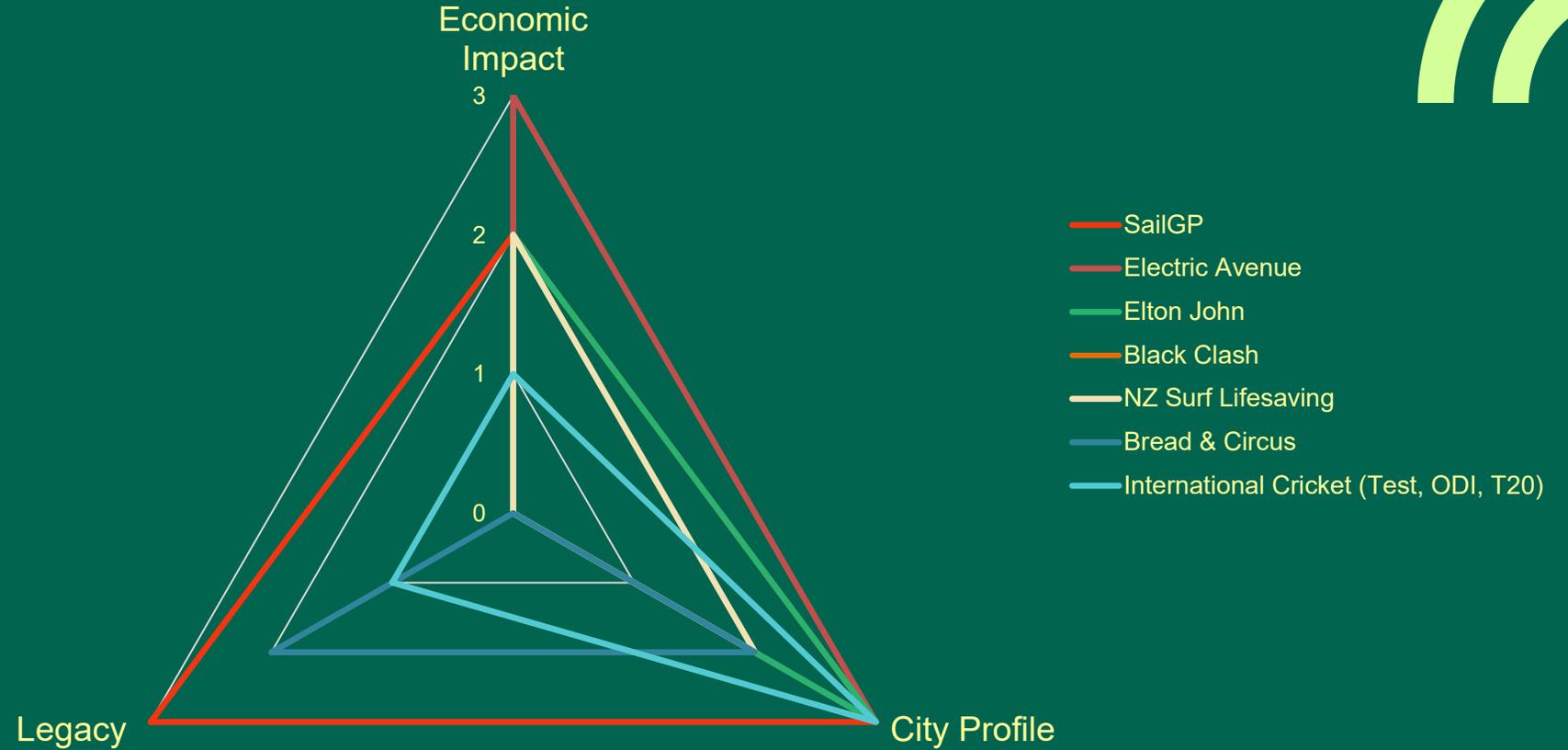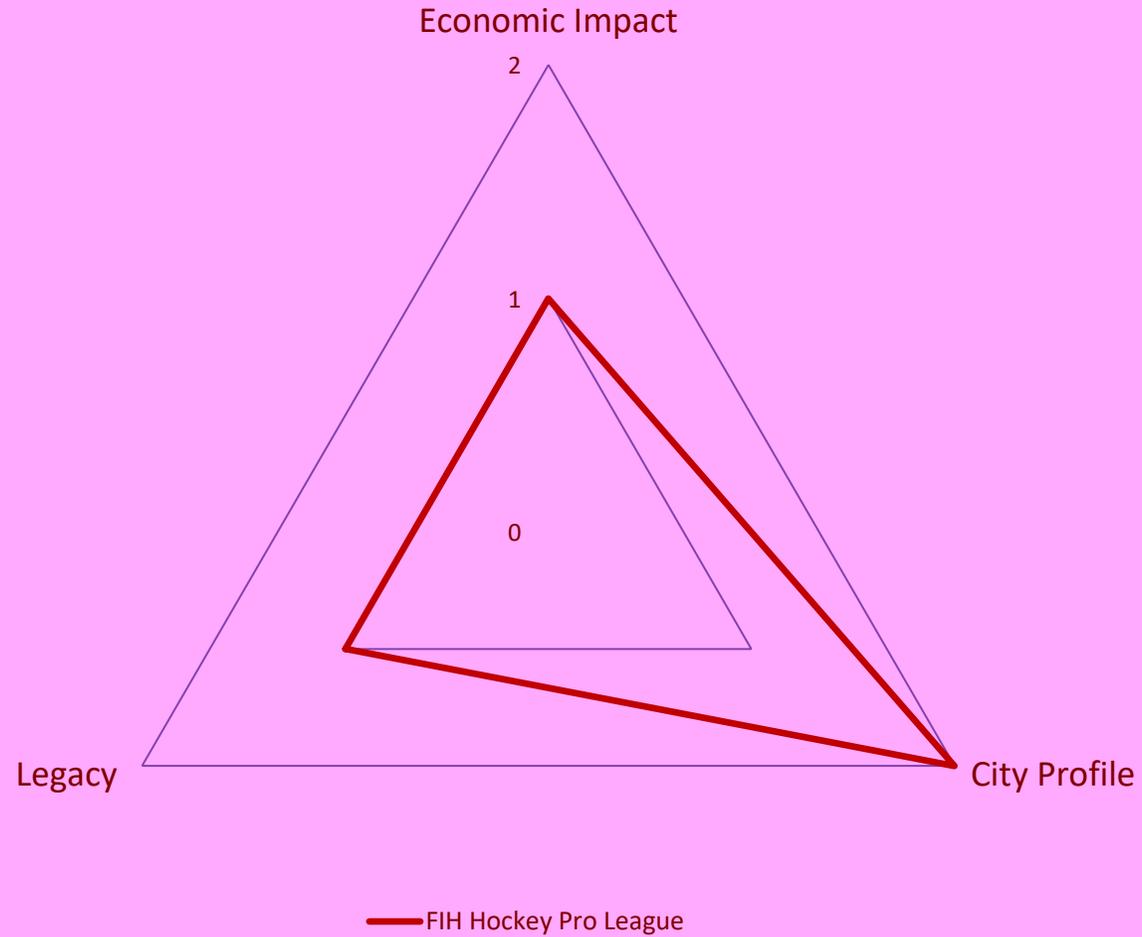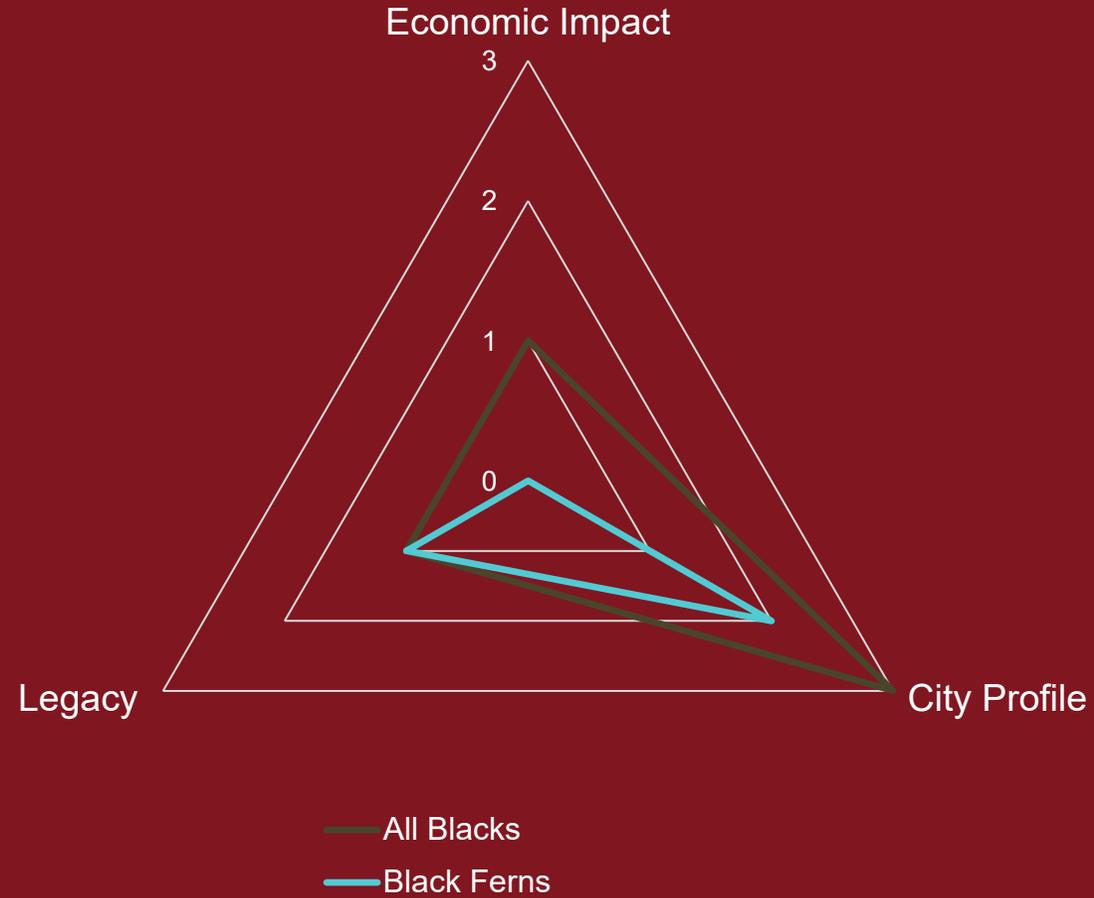
ITM Sail Grand Prix Christchurch

95% agreed that:

"Hosting events like SailGP increases my pride in Christchurch"

"Hosting events like SailGP makes Christchurch a more enjoyable place to live"

77% agreed that:

"My experience at SailGP has improved my perception of Christchurch as a place to visit"

22,925 Estimated visitor nights from hosting the event

9,887 Unique attendees to main event

$4M Estimated visitor Spend

136.7M Total TV Audience

1,514 Online press articles

21hrs CNZ Brand Exposure

$2.1M Net Sponsorship ChristchurchNZ branding

Ōtautahi Christchurch

Electric Avenue

39,268 — Estimated visitor nights from hosting the event

$5.6 Mil — Estimated visitor spend from hosting the event

37,842 — Attended the event

74% agreed that: *"Hosting events like Electric Avenue increases my pride in Christchurch"*

59% agreed that: *"My experience at Electric Avenue has improved my perception of Christchurch as a place to visit"*

Ōtautahi Christchurch

Black Clash 2023

3,813 Estimated visitor nights from hosting the event

$795k Estimated visitor spend from hosting the event

8,522 Attended the event

1+ Mil | Live Broadcast reach + TVNZ On Demand

88% agreed that: | "*My experience at Black Clash has improved my perception of Christchurch as a place to visit*"

Ōtautahi Christchurch

Summer of Cricket

15,567 Estimated visitor nights from hosting 11 international matches

1.9 Mil Estimated visitor spend from hosting the 11 matches

29,321 Attended the events (11 events in total)

162K | *Spark Sport – AP 18+ total unique cricket fans audience Tri Series*

10+ Mil | *On Show campaign Digital impressions*

Ōtautahi
Christchurch

Elton John

4,816 — Estimated visitor nights from hosting the event

$1.5 Mil — Estimated visitor spend from hosting the event

28,777 — Attended the event

89% agreed that: "Hosting events like Elton John increases my pride in Christchurch"

55% agreed that: "My experience at Elton John has improved my perception of Christchurch as a place to visit"

Ōtautahi Christchurch

NZ Surf Lifesaving Championship

89% agreed that:

"Hosting events like the NZ Surf Champs increases my pride in Christchurch"

"Hosting events like the NZ Surf Champs makes Christchurch a more enjoyable place to live"

60% agreed that:

"My experience at the NZ Surf Lifesaving Champs has improved my perception of Christchurch as a place to visit"

9,015 Estimated visitor nights from hosting the event

$1.3Mil Estimated visitor spend from hosting the event

3,342 Attended the event

Ōtautahi Christchurch

Bread & Circus
World Buskers Festival

2,365 — Estimated visitor nights from hosting the event

$313k — Estimated visitor spend from hosting the event

84,959 — Estimated event attendance

91% agreed that: *"Hosting events like Bread & Circus increases my pride in Christchurch"*

80% agreed that: *"My experience at Bread & Circus has improved my perception of Christchurch as a place to visit"*

Ōtautahi
Christchurch