

# POST-EVENT EVALUATION OF WORLD MASTERS GAMES 2017

**JUNE 2017**

PREPARED FOR  
WORLD MASTER GAMES 2017

**F:R E S H  
I N F O CO**



# CONTENTS

Executive Summary .....	1
Introduction .....	4
WMG2017 attendance profile .....	5
Outcomes for Auckland .....	7
Tourism activity .....	7
Economic footprint .....	8
Contribution to GDP and return on regional investment .....	10
Outcomes for New Zealand .....	11
Tourism activity .....	11
Economic footprint .....	12
Contribution to GDP and return on national investment .....	16
Methodology .....	17



## EXECUTIVE SUMMARY

World Masters Games 2017 (WMG2017) was hosted over a 10-day period, commencing with selected sports and the Opening Ceremony at Eden Park on Friday 21 April 2017, and concluding with final events and the Closing Ceremony at Queens Wharf on Sunday 30 April. Participants were able to choose from 45 disciplines across 28 sports, hosted at 48 venues.

All of the event venues were in Auckland with the exception of rowing and track cycling, which used specialist venues in Cambridge. The decision to hold these events outside Auckland was made in 2013, after Auckland had been awarded the right to host WMG2017. The anticipated tourism and economic outcomes for Auckland were updated to reflect this change.

This report provides an independent evaluation of WMG2017 based on the same methodology and economic multipliers used by Covec during the due diligence phase in 2012. This consistency enables valid comparison of actual outcomes with pre-event projections.

### WMG2017 attendance profile

A total of 32,616 people registered to attend WMG2017. These people were accompanied by at least 5,105 unregistered companions, which lifts total attendance to 37,721. This excludes unregistered companions of New Zealand registrants who didn't visit Auckland (i.e. those who travelled to Waikato but not Auckland), as well as the large number of Auckland residents who attended WMG2017 events in Auckland as general spectators. Of the estimated 37,721 registered and unregistered attendees, 9,679 were from Auckland (26%), 7,431 were from elsewhere in New Zealand (20%), 9,314 were from Australia (25%) and 11,298 were from elsewhere in the world (30%).

**TABLE 1 WMG2017 ATTENDANCE PROFILE (COUNTING EACH PERSON ONLY ONCE)**

Attendee type	Auckland	Rest of NZ	Australia	Rest of World	TOTAL	Share
Athletes	6,156	4,873	6,287	7,589	24,905	66%
NPOs	144	147	379	424	1,094	3%
Registered supporters	214	237	580	1,548	2,579	7%
Volunteers	2,653	444	50	69	3,216	9%
VIPs	327	200	21	12	560	1%
Observer programme	9	14	3	12	38	0%
IMGA	0	0	1	23	24	0%
Media	100	20	5	75	200	1%
<b>TOTAL REGISTERED</b>	<b>9,603</b>	<b>5,935</b>	<b>7,326</b>	<b>9,752</b>	<b>32,616</b>	<b>86%</b>
Unregistered companions	76	1,496	1,988	1,546	5,105	14%
<b>TOTAL ATTENDANCE</b>	<b>9,679</b>	<b>7,431</b>	<b>9,314</b>	<b>11,298</b>	<b>37,721</b>	<b>100%</b>
Share	26%	20%	25%	30%	100%	



## Outcomes for Auckland

- WMG2017 attracted 27,030 visitors to Auckland, including 6,880 domestic visitors and 20,149 international visitors. The number of international visitors to Auckland is lower than the event population of 20,611 because 345 WMG2017 attendees did not visit Auckland, and a further 117 were planning to visit Auckland anyway.
- WMG2017 visitors spent 241,480 nights in Auckland, and stayed 8.9 nights on average.
- Hosting WMG2017 created an inflow of money into the Auckland economy of \$42.7 million excluding GST. The inflow of money into Auckland is made up of:
  - \$7 million through the organisation and delivery of the event i.e. the amount of money spent in Auckland to deliver the event was greater than the event income sourced from within Auckland.
  - \$34.6 million through expenditure on tourism and hospitality by people and businesses from outside Auckland.
  - \$1.1 million through avoided leakage. This money would have been spent by Auckland residents travelling overseas to attend World Masters Games overseas if Auckland hadn't been the host.
- The inflow of money into Auckland of \$42.7 million is estimated to have contributed \$34.2 million to Auckland's GDP. This is based on a regional GDP multiplier of 0.80, which is what was used during the due diligence phase.
- The return on Auckland's investment in WMG2017 was 151%, calculated as \$34.2 million (WMG's contribution to regional GDP) divided by \$22.6 million (Auckland's investment in WMG2017). This means that Auckland recovered each dollar it invested in WMG2017, plus an additional \$1.51 of regional GDP per dollar invested.
- The 241,480 visitor nights generated by WMG2017 exceeded the pre-event projection of 224,114 by 8%, and the \$34.2 million contribution to regional GDP exceeded the projection of \$30.8 million by 11%.

**TABLE 2 SUMMARY OF OUTCOMES FOR AUCKLAND CAUSED BY WMG2017**

	Actual	Projected	Variance
Visitation to Auckland caused by the event	27,030	22,157	4,872
Domestic	6,880	6,907	-27
International	20,149	15,250	4,899
Visitor nights in Auckland caused by the event	241,480	224,114	17,366
Domestic	44,061	58,710	-14,649
International	197,419	165,404	32,015
Nights in Auckland per visitor	8.9	10.1	-1.2
Domestic	6.4	8.5	-2.1
International	9.8	10.8	-1.0
Cash inflow (\$m excl. GST)	\$42.7	\$39.5	\$3.2
Event operations	\$7.0	\$5.0	\$2.0
Spend in Auckland by visitors	\$34.6	\$33.5	\$1.1
Avoided leakage	\$1.1	\$1.0	\$0.1
Regional GDP multiplier (from original study)	0.80	0.80	0.00
Contribution to regional GDP (\$m)	\$34.2	\$30.8	\$3.4
Regional investment (\$m excl. GST)	\$22.6	\$16.4	\$6.2
ATEED sponsorship & leverage	\$12.5	\$11.0	\$1.5
Businesses & households	\$10.2	\$5.4	\$4.8
Return on regional investment	151%	188%	-37%



## Outcomes for New Zealand

- WMG2017 attracted 20,451 international visitors to New Zealand. This is lower than the population of international attendees of 20,611 because 161 international attendees were planning to visit New Zealand anyway.
- International visitors attracted to New Zealand by WMG2017 spent 302,509 nights in New Zealand, and stayed 14.8 nights on average.
- Hosting WMG2017 created an inflow of money into the New Zealand economy of \$56.3 million excluding GST. The inflow of money into New Zealand is made up of:
  - An outflow of \$2.4 million through the organisation and delivery of the event i.e. the amount of money spent in New Zealand to deliver the event was less than the event income sourced from within New Zealand. This is a common outcome for a large international event.
  - \$45.5 million through expenditure in New Zealand by international visitors.
  - \$2.1 million through avoided leakage. This money would have been spent by New Zealand residents travelling overseas to attend World Masters Games overseas if Auckland hadn't been the host.
  - \$11 million through purchases of international airfares from Air New Zealand.
- The inflow of money into New Zealand of \$56.3 million is estimated to have contributed \$63 million to New Zealand's GDP. This is based on a national GDP multiplier of 1.12, which is what was used during the due diligence phase.
- The return on New Zealand's investment in WMG2017 was 195%, calculated as \$63 million (WMG's contribution to national GDP) divided by \$32.3 million (New Zealand's investment in WMG2017). This means that New Zealand recovered each dollar it invested in WMG2017, plus an additional \$1.95 of national GDP per dollar invested.
- The 302,509 visitor nights generated by WMG2017 exceeded the pre-event projection of 266,190 by 14%, and the \$63 million contribution to national GDP exceeded the projection of \$52.3 million by 20%.

**TABLE 3 SUMMARY OF OUTCOMES FOR NEW ZEALAND CAUSED BY WMG2017**

	Actual	Projected	Variance
International visitation caused by the event	20,451	17,060	3,391
International visitor nights caused by the event	302,509	266,190	36,319
Nights in New Zealand per visitor	14.8	15.6	-0.8
Inflow of money into New Zealand (\$m excl. GST)	\$56.3	\$46.7	\$9.6
Event operations	-\$2.4	-\$3.1	\$0.7
Spend in NZ by international visitors	\$45.5	\$41.1	\$4.4
Avoided leakage	\$2.1	\$1.8	\$0.3
International airfares accruing to NZ	\$11.0	\$6.8	\$4.2
National GDP multiplier (from original study)	1.12	1.12	0.00
Contribution to GDP (\$m)	\$63.0	\$52.3	\$10.8
National investment (\$m excl. GST)	\$32.3	\$29.4	\$3.0
Local & central government	\$23.5	\$22.0	\$1.5
Businesses & households	\$8.9	\$7.4	\$1.5
Return on national investment	195%	178%	17%

## INTRODUCTION

World Masters Games is a multi-day international sporting event held every four years. Auckland was awarded the right to host WMG2017 in 2012, following an extensive period of due diligence and participation in a competitive bidding process.

WMG2017 was hosted over a 10-day period, commencing with selected sports and the Opening Ceremony at Eden Park on Friday 21 April 2017, and concluding with final events and the Closing Ceremony at Queens Wharf on Sunday 30 April. Participants were able to choose from the following 45 disciplines across 28 sports:

- Archery (Indoor)
- Archery (Field)
- Archery (Target)
- Athletics (Cross Country)
- Athletics (Road)
- Athletics (Tack & Field)
- Badminton
- Baseball
- Basketball
- Canoe (Polo)
- Canoe (Racing)
- Canoe (Slalom)
- Canoe (Dragon Boat)
- Canoe (Waka Ama)
- Cycling (Mountain Bike)
- Cycling (Criterium)
- Cycling (Road Race)
- Cycling (Time Trial)
- Cycling (Track)
- Football
- Golf
- Hockey
- Lawn Bowls
- Netball
- Orienteering Long Distance
- Orienteering Sprint Distance
- Rowing
- Rugby
- Sailing (Laser)
- Sailing (Laser Radial)
- Sailing (Weta)
- Shooting (Clay Target)
- Softball
- Squash
- Surf Life Saving
- Swimming (Open Water)
- Swimming (Pool)
- Table Tennis
- Tennis
- Touch
- Triathlon
- Volleyball (Beach)
- Volleyball (Indoor)
- Water Polo
- Weightlifting

All of the events were hosted at venues in Auckland except rowing and track cycling, which were hosted at specialist venues in Cambridge. The decision to hold these events outside Auckland was made in 2013, after Auckland had been awarded the right to host WMG2017. The anticipated tourism and economic outcomes for Auckland were updated to reflect this change.

This report provides an independent evaluation of WMG2017 based on the same methodology and economic multipliers used by Covec during the due diligence phase in 2012. This consistency enables valid comparison of actual outcomes with pre-event projections. The key outcomes within this broader objective are:

- Measurement of the number of visitor nights generated by WMG2017 in New Zealand (international only) and Auckland (domestic and international).
- Measurement of the contribution WMG2017 made to GDP in New Zealand and Auckland.
- Meeting the post-event evaluation requirements of ATEED and MBIE.

The outcomes presented in this report are measured against the counterfactual of the event not being held in New Zealand, and public investment in the event not being used for another purpose. The outcomes therefore represent the gross returns to Auckland and New Zealand, and do not consider the returns that could be generated from investing the same amount of public money in different ways. The outcomes in this report should be compared with those delivered by other investment options to ensure that resources have been allocated in the most efficient manner.



## WMG2017 attendance profile

A total of 32,616 people registered to attend WMG2017 including 24,905 athletes, 1,094 non-playing officials (NPOs), 2,579 registered supporters, 3,216 volunteers, 560 VIPs, 38 observers, 24 IMGA<sup>1</sup> representatives and 200 media.

The 32,616 registered attendees were accompanied by at least 5,105 unregistered companions, which lifts total attendance to 37,721. This excludes unregistered companions of New Zealand registrants who didn't visit Auckland (i.e. those who travelled to Waikato but not Auckland), as well as the large number of Auckland residents who attended WMG2017 events in Auckland as general spectators. The attendance profile for WMG2017 therefore focusses primarily on registered attendees, unregistered companions from Auckland who travelled to Waikato, and unregistered companions from New Zealand (excluding Auckland) and overseas who travelled to Auckland.

Of the estimated 37,721 WMG2017 attendees, 9,679 were from Auckland (26%), 7,431 were from elsewhere in New Zealand (20%), 9,314 were from Australia (25%) and 11,298 were from elsewhere in the world (30%).

**TABLE 4 WMG2017 ATTENDANCE PROFILE (COUNTING EACH PERSON ONLY ONCE)**

Attendee type	Auckland	Rest of NZ	Australia	Rest of World	TOTAL	Share
Athletes	6,156	4,873	6,287	7,589	24,905	66%
NPOs	144	147	379	424	1,094	3%
Registered supporters	214	237	580	1,548	2,579	7%
Volunteers	2,653	444	50	69	3,216	9%
VIPs	327	200	21	12	560	1%
Observer programme	9	14	3	12	38	0%
IMGA	0	0	1	23	24	0%
Media	100	20	5	75	200	1%
<b>TOTAL REGISTERED</b>	<b>9,603</b>	<b>5,935</b>	<b>7,326</b>	<b>9,752</b>	<b>32,616</b>	<b>86%</b>
Unregistered companions	76	1,496	1,988	1,546	5,105	14%
<b>TOTAL ATTENDANCE</b>	<b>9,679</b>	<b>7,431</b>	<b>9,314</b>	<b>11,298</b>	<b>37,721</b>	<b>100%</b>
Share	26%	20%	25%	30%	100%	

<sup>1</sup> International Masters Games Association



The 24,905 athletes who competed at WMG2017 in Auckland is the second highest across the nine World Masters Games events held, sitting ahead of Melbourne in 2002 (24,886) and Brisbane in 1994 (24,500), and behind Sydney in 2009 (28,676).

**TABLE 5 WORLD MASTERS GAMES HOST CITIES**

Year	Host city	Country	Competitors
1985	Toronto	Canada	8,305
1989	Aalborg, Aarhus and Herning	Denmark	5,500
1994	Brisbane	Australia	24,500
1998	Portland, Oregon	United States	11,400
2002	Melbourne	Australia	24,886
2005	Edmonton	Canada	21,600
2009	Sydney	Australia	28,676
2013	Torino	Italy	15,394
2017	Auckland	New Zealand	24,905

# OUTCOMES FOR AUCKLAND

## Tourism activity

WMG2017 attracted 27,030 visitors to Auckland, including 6,880 domestic visitors and 20,149 international visitors. The number of international visitors to Auckland is lower than the event population of 20,611 because:

- 345 WMG2017 attendees did not visit Auckland.
- 117 international visitors who spent time in Auckland were planning to visit Auckland anyway.

Domestic visitors stayed an average of 6.4 nights in Auckland (including day trips which generate visits but no visitor nights) and international visitors stayed an average of 9.8 nights. In aggregate WMG2017 visitors generated 241,480 visitor nights in Auckland at an average of 8.9 nights per visitor.

**TABLE 6 TOURISM ACTIVITY IN AUCKLAND CAUSED BY WMG2017**

	Domestic	International	TOTAL
<b>Visitors</b>			
Athletes & NPOs	4,576	14,349	18,925
Companions	1,733	5,210	6,942
Volunteers	337	111	448
Other	234	480	714
TOTAL	6,880	20,149	27,030
<b>Visitor nights</b>			
Athletes & NPOs	31,270	149,527	180,797
Companions	9,961	43,143	53,104
Volunteers	2,254	893	3,146
Other	576	3,856	4,432
TOTAL	44,061	197,419	241,480
<b>Av. nights per visitor</b>			
Athletes & NPOs	6.8	10.4	9.6
Companions	5.7	8.3	7.6
Volunteers	6.7	8.1	7.0
Other	2.5	8.0	6.2
TOTAL	6.4	9.8	8.9



## Economic footprint

Hosting WMG2017 created an inflow of money into the Auckland economy of \$42.7 million excluding GST. This result is measured against the counterfactual of the event not being held in New Zealand, and the public investment in the event not being used for another purpose. The inflow of money into Auckland is made up of:<sup>2</sup>

- \$7 million through the organisation and delivery of the event i.e. the amount of money spent in Auckland to deliver the event was greater than the event income sourced from within Auckland.
- \$34.6 million through expenditure on tourism and hospitality by people and businesses from outside Auckland.
- \$1.1 million through avoided leakage. This money would have been spent by Auckland residents travelling overseas to attend World Masters Games overseas if Auckland hadn't been the host.

More detail on each element is provided in the sections below.

**TABLE 7 INFLOW OF MONEY INTO AUCKLAND CAUSED BY WMG2017 (\$M EXCL. GST)**

	Inflow of money into Auckland
Event operations	\$7.0
Spend by visitors	\$34.6
Avoided leakage	\$1.1
TOTAL	\$42.7

### Event operations

The total cost of delivering WMG2017 was \$36.2 million. This was funded through a variety of income sources including central and local government sponsorship, commercial sponsorship, entry fees, and commercial revenues. Of this income, it is estimated that \$21.9 million would have been spent in Auckland in another way if WMG2017 was hosted elsewhere, and the remaining \$14.3 million came from other parts of New Zealand or overseas.

Around \$28.9 million of the \$36.2 million delivery budget was ultimately spent in Auckland. This is \$7 million more than the \$21.9 million that would have been spent in Auckland if WMG2017 was hosted elsewhere. WMG2017 therefore created an inflow of money into the Auckland economy of \$7 million through the delivery budget for the event.

**TABLE 8 INFLOW OF MONEY INTO AUCKLAND CAUSED BY EVENT OPERATIONS (\$M EXCL. GST)**

	Auckland	Outside Auckland	Total
Origin of event income	\$21.9	\$14.3	\$36.2
Destination of event expenditure	\$28.9	\$7.3	\$36.2
Inflow of money	\$7.0	-\$7.0	\$0.0

<sup>2</sup> International airfares accruing to New Zealand have been excluded from the Auckland analysis. This is consistent with the pre-event evaluation for WMG2017 and also other event evaluations conducted for Auckland. The value of international airfares accruing to New Zealand is included in the New Zealand section.



## Spend by visitors

WMG2017 attracted 27,030 visitors to Auckland, and generated 241,480 visitor nights. This activity caused an inflow of money into the Auckland economy of \$34.6 million excluding GST, which was spent on a range of tourism goods & services including accommodation, food & beverage, transport, retail shopping, attractions and entertainment.

International visitors accounted for the majority of this expenditure at \$30.3 million, which equates to \$1,502 per visitor and \$153 per visitor night. Domestic visitors contributed the remaining \$4.3 million, which equates to \$632 per visitor and \$99 per visitor night.

**TABLE 9 INFLOW OF MONEY INTO AUCKLAND CAUSED BY WMG2017 VISITORS (EXCL. GST)<sup>3</sup>**

	Domestic	International	Total
<b>Visitor spend (\$m)</b>			
Athletes & NPOs	\$3.0	\$24.1	\$27.2
Companions	\$1.1	\$5.3	\$6.4
Volunteers	\$0.2	\$0.2	\$0.3
Other	\$0.1	\$0.7	\$0.8
TOTAL	\$4.3	\$30.3	\$34.6
<b>Spend per visitor</b>			
Athletes & NPOs	\$656	\$1,683	\$1,435
Companions	\$626	\$1,020	\$922
Volunteers	\$460	\$1,355	\$682
Other	\$428	\$1,361	\$1,055
TOTAL	\$632	\$1,502	\$1,280
<b>Spend per visitor night</b>			
Athletes & NPOs	\$96	\$161	\$150
Companions	\$109	\$123	\$120
Volunteers	\$69	\$168	\$97
Other	\$174	\$169	\$170
TOTAL	\$99	\$153	\$143

<sup>3</sup> Excludes money paid directly to WMG2017, which is counted in the 'Event Operations' component of the analysis.



## Avoided leakage

It is estimated that 400 Auckland residents would have spent \$1.1 million attending WMG2017 in another country if it hadn't been hosted in Auckland. This is based on responses to a question in the post-event survey asking New Zealand residents how likely they would have been to attend WMG2017 if it had been held elsewhere. Hosting WMG2017 in Auckland therefore kept \$1.1 million in the Auckland economy that would otherwise have been spent overseas.

**TABLE 10 INFLOW OF CASH INTO AUCKLAND CAUSED BY AVOIDED LEAKAGE**

	Value
Overseas trips avoided	400
Nights away from NZ per trip	14
Total overseas nights avoided	5,605
Spend per night spent overseas	\$200
Overseas spend avoided (\$m)	\$1.1

## Contribution to GDP and return on regional investment

The inflow of money into Auckland of \$42.7 million caused by WMG2017 is estimated to have contributed \$34.2 to Auckland's GDP. This is based on a regional GDP multiplier of 0.80, which is what was used during the due diligence phase.

Auckland contributed \$22.6 million to the delivery of the event, mainly through local government sponsorship and leverage, commercial sponsorship, and entry fees paid by Auckland residents. This is considered to be Auckland's investment in WMG2017.

The return on Auckland's investment in WMG2017 was 151%, calculated as \$34.2 million (WMG's contribution to regional GDP) divided by \$22.6 million (Auckland's investment in WMG2017). This means that Auckland recovered each dollar it invested in WMG2017, plus an additional \$1.51 of regional GDP per dollar invested.

**TABLE 11 CONTRIBUTION OF WMG2017 TO REGIONAL GDP AND RETURN ON REGIONAL INVESTMENT**

	Value
Cash inflow (\$m excl. GST)	\$42.7
Event operations	\$7.0
Spend in Auckland by visitors	\$34.6
Avoided leakage	\$1.1
Regional GDP multiplier (from original study)	0.80
Contribution to regional GDP (\$m)	\$34.2
Regional investment (\$m excl. GST)	\$22.6
ATEED sponsorship & leverage	\$12.5
Businesses & households	\$10.2
Return on regional investment	151%

## OUTCOMES FOR NEW ZEALAND

### Tourism activity

WMG2017 attracted 20,451 international visitors to New Zealand, including 9,290 from Australia and 11,161 from other countries. The number of visitors to New Zealand is lower than the population of international attendees of 20,611 because 161 international attendees were planning to visit New Zealand anyway.

Visitors from Australia stayed an average of 12.7 nights in New Zealand, and visitors from other countries stayed an average of 16.5 nights. In aggregate WMG2017 visitors from overseas generated 302,509 visitor nights in New Zealand at an average of 14.8 nights per visitor.

**TABLE 12 INTERNATIONAL TOURISM ACTIVITY IN NEW ZEALAND CAUSED BY WMG2017**

	Australia	Other International	TOTAL
<b>Visitors</b>			
Athletes & NPOs	6,642	7,945	14,587
Companions	2,568	2,702	5,269
Volunteers	50	64	114
Other	30	450	480
TOTAL	9,290	11,161	20,451
<b>Visitor nights</b>			
Athletes & NPOs	85,871	126,704	212,575
Companions	31,013	52,054	83,066
Volunteers	777	936	1,713
Other	331	4,824	5,155
TOTAL	117,991	184,518	302,509
<b>Av. nights per visitor</b>			
Athletes & NPOs	12.9	15.9	14.6
Companions	12.1	19.3	15.8
Volunteers	15.5	14.6	15.0
Other	11.0	10.7	10.7
TOTAL	12.7	16.5	14.8



Around 65% of international visitor nights were spent in Auckland, and a further 10.7% were spent in Waikato. Rotorua was the next largest recipient at 4.7%, followed by Northland at 3.5%, Hawke's Bay at 2.4%, Queenstown at 1.9%, Wellington at 1.8%, Christchurch at 1.2%, Dunedin at 1.1% and Nelson at 0.9%. The remaining visitor nights were spread across other destinations in the North and South Islands (2.7% and 3.8% respectively).

**TABLE 13 INTERNATIONAL VISITOR NIGHTS IN NEW ZEALAND CAUSED BY WMG2017**

	Visitor nights	Share
Auckland	197,419	65.3%
Waikato	32,505	10.7%
Northland	10,562	3.5%
Rotorua	14,194	4.7%
Hawke's Bay	7,112	2.4%
Wellington	5,479	1.8%
Other North Island	8,232	2.7%
Nelson	2,670	0.9%
Christchurch	3,610	1.2%
Queenstown	5,876	1.9%
Dunedin	3,247	1.1%
Other South Island	11,602	3.8%
TOTAL	302,509	100.0%



## Economic footprint

Hosting WMG2017 created an inflow of money into the New Zealand economy of \$56.3 million excluding GST. This result is measured against the counterfactual of the event not being held in New Zealand, and the public investment in the event not being used for another purpose. The inflow of money into New Zealand is made up of:

- An outflow of \$2.4 million through the organisation and delivery of the event i.e. the amount of money spent in New Zealand to deliver the event was less than the event income sourced from within New Zealand. This is a common outcome for a large international event.
- \$45.5 million through expenditure in New Zealand by international visitors.
- \$2.1 million through avoided leakage. This money would have been spent by New Zealand residents travelling overseas to attend World Masters Games overseas if Auckland hadn't been the host.
- \$11 million through purchases of international airfares from Air New Zealand.

More detail on each element is provided in the sections below.

**TABLE 14 INFLOW OF MONEY INTO NEW ZEALAND CAUSED BY WMG2017 (\$M EXCL. GST)**

	Inflow of money into New Zealand
Event operations	-\$2.4
Spend in NZ by international visitors	\$45.5
Avoided leakage	\$2.1
International airfares accruing to NZ	\$11.0
TOTAL	\$56.3

### Event operations

The total cost of delivering WMG2017 was \$36.2 million. This was funded through a variety of income sources including central and local government sponsorship, commercial sponsorship, entry fees, and commercial revenues. Of this income, it is estimated that \$31.6 million would have been spent in New Zealand in another way if WMG2017 was hosted elsewhere, and the remaining \$4.6 million came from overseas sources.

Around \$29.3 million of the \$36.2 million delivery budget was ultimately spent in New Zealand. This is \$2.4 million less than the \$31.6 million that would have been spent in New Zealand if WMG2017 was hosted elsewhere. WMG2017 therefore created an outflow of money from the New Zealand economy of \$2.4 million through the delivery budget for the event.

**TABLE 15 INFLOW OF MONEY INTO NEW ZEALAND CAUSED BY EVENT OPERATIONS (\$M EXCL. GST)**

	New Zealand	Outside New Zealand	Total
Origin of event income	\$31.6	\$4.6	\$36.2
Destination of event expenditure	\$29.3	\$7.0	\$36.2
Net cashflow	-\$2.4	\$2.4	\$0.0



## Spend by visitors

WMG2017 attracted 20,451 visitors to New Zealand, and generated 302,509 visitor nights. This activity caused an inflow of money into the New Zealand economy of \$45.5 million excluding GST, which was spent on a range of tourism goods & services including accommodation, food & beverage, transport, retail shopping, attractions and entertainment.

Visitors from Australia spent \$18.2 million in New Zealand, which equates to \$1,961 per visitor and \$154 per visitor night. Visitors from other countries contributed the remaining \$27.3 million, which equates to \$2,447 per visitor and \$148 per visitor night.

**TABLE 16 INFLOW OF MONEY INTO NEW ZEALAND CAUSED BY WMG2017 VISITORS (EXCL. GST)<sup>4</sup>**

	Australia	Other International	TOTAL
<b>Visitor spend (\$m)</b>			
Athletes & NPOs	\$13.8	\$19.8	\$33.6
Companions	\$4.3	\$6.5	\$10.7
Volunteers	\$0.1	\$0.2	\$0.3
Other	\$0.1	\$0.8	\$0.9
TOTAL	\$18.2	\$27.3	\$45.5
<b>Spend per visitor</b>			
Athletes & NPOs	\$2,073	\$2,497	\$2,304
Companions	\$1,670	\$2,391	\$2,039
Volunteers	\$2,065	\$3,314	\$2,767
Other	\$1,882	\$1,779	\$1,785
TOTAL	\$1,961	\$2,447	\$2,226
<b>Spend per visitor night</b>			
Athletes & NPOs	\$160	\$157	\$158
Companions	\$138	\$124	\$129
Volunteers	\$133	\$227	\$184
Other	\$171	\$166	\$166
TOTAL	\$154	\$148	\$150

<sup>4</sup> Excludes money paid directly to WMG2017, which is counted in the 'Event Operations' component of the analysis.



## Avoided leakage

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It is estimated that 752 New Zealand residents would have spent \$2.1 million attending WMG2017 in another country if it hadn't been hosted in Auckland. This is based on responses to a question in the post-event survey asking New Zealand residents how likely they would have been to attend WMG2017 if it had been held elsewhere. Hosting WMG2017 in Auckland therefore kept \$2.1 million in the New Zealand economy that would otherwise have been spent overseas.

**TABLE 17 INFLOW OF CASH INTO NEW ZEALAND CAUSED BY AVOIDED LEAKAGE**

	Value
Overseas trips avoided	752
Nights away from NZ per trip	14
Total overseas nights avoided	10,534
Spend per night spent overseas	\$200
Overseas spend avoided (\$m)	\$2.1

## International airfares accruing to New Zealand

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The 20,451 international visitors who travelled to New Zealand to participate in WMG2017 spent \$26.4 million on international airfares. The pre-event evaluation used the value of airfares sold by Air New Zealand as a proxy for the value of the international airfares accruing to New Zealand. This evaluation has adopted the same approach for consistency, and finds that Air New Zealand captured 42% of the \$26.4 million spent on international airfares (\$11 million), while carrying 36% of all WMG2017 visitors.

**TABLE 18 INFLOW OF CASH INTO NEW ZEALAND CAUSED BY INTERNATIONAL AIRFARE PURCHASES**

	Passengers carried	Total value of airfares (\$m)	Average fare per passenger
Air NZ	7,395	\$11.0	\$1,505
Other carriers	13,056	\$15.3	\$1,190
TOTAL	20,451	\$26.4	\$1,305
Air NZ share	36%	42%	



## Contribution to GDP and return on national investment

The inflow of money into New Zealand of \$56.3 million caused by WMG2017 is estimated to have contributed \$63 million to New Zealand's GDP. This is based on a national GDP multiplier of 1.12, which was also used during the due diligence phase.

New Zealand contributed \$32.3 million to the delivery of the event, mainly through central and local government sponsorship and leverage, commercial sponsorship, and entry fees paid by New Zealand residents. This is considered to be New Zealand's investment in WMG2017.

The return on New Zealand's investment in WMG2017 was 195%, calculated as \$63 million (WMG's contribution to national GDP) divided by \$32.3 million (New Zealand's investment in WMG2017). This means that New Zealand recovered each dollar it invested in WMG2017, plus an additional \$1.95 of national GDP per dollar invested.

**TABLE 19 CONTRIBUTION OF WMG2017 TO NATIONAL GDP AND RETURN ON NATIONAL INVESTMENT**

	Value
Inflow of money into New Zealand (\$m excl. GST)	\$56.3
Event operations	-\$2.4
Spend in NZ by international visitors	\$45.5
Avoided leakage	\$2.1
International airfares purchased from Air NZ	\$11.0
GDP multiplier (from original study)	1.12
Contribution to GDP (\$m)	\$63.0
National investment (\$m excl. GST)	\$32.3
Local & central government	\$23.5
Businesses & households	\$8.9
Return on national investment	195%

# METHODOLOGY

This section describes the methods that were used to inform each element of the evaluation.

## WMG2017 attendance profile

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### Objectives:

- Estimate the number of people that attended WMG2017, segmented by attendee type.
- Use the resulting counts as population weights for the evaluation.

The main sources of information used to estimate the attendee population were WMG's registration and accreditation databases. WMG2017 was able to provide official counts for the following attendee types:

- Athletes
- Non-playing officials (NPOs)
- Registered supporters
- Volunteers
- VIPs
- Observers
- IMGAs family
- Media

Unregistered companions were estimated based on responses to a question in the post-event online survey that asked registered attendees how many people accompanied them on their trip to Auckland (domestic visitors) or New Zealand (international visitors). Respondents who reported one or more accompanying people were then asked for more information about the registration status of the accompanying people, to avoid double-counting people already included in WMG's databases.

## Post-event online survey

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A post-event online survey was used to collect information from a sample of approximately 4,000 athletes, NPOs, registered supporters and volunteers. With a sample of this size the error margin is estimated to be 1.39%. The composition of the sample is shown in the table below.

**TABLE 20 POST-EVENT ONLINE SURVEY SAMPLE SIZES**

	Auckland	Rest of New Zealand	Australia	Other International	TOTAL
Athletes	712	500	791	671	2,674
NPOs	74	58	39	25	196
Registered supporters	14	9	19	38	80
Volunteers	837	158	15	14	1,024
TOTAL	1,637	725	864	748	3,974



## Tourism activity and expenditure

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### Objectives:

- **Estimation of international tourism activity (visits and visitor nights) and expenditure in New Zealand generated by WMG2017.**
- **Estimation of domestic and international tourism activity (visits and visitor nights) and expenditure in Auckland caused by WMG2017.**

Specific questions were included in the post-event survey to assess:

- How many nights domestic visitors stayed in Auckland.
- How much money domestic visitors spent in Auckland and how many people this expenditure covered, to enable accurate estimation of spend per person.
- Whether WMG2017 was the main reason international visitors had come to New Zealand (to establish causality). Only those citing the event as their main reason for visiting New Zealand were classified as visitors for evaluation purposes.
- How many nights international visitors stayed in New Zealand, and Auckland.
- How much money international visitors spent in New Zealand and how many people this expenditure covered, to enable accurate estimation of spend per person. Asking international visitors additional questions about how much money they spent in Auckland was ruled out to minimise respondent burden. Spend in Auckland was therefore assumed to be directly proportional to the percentage of nights spent in Auckland i.e. if the respondent spent 80% of their nights in Auckland then it was assumed that 80% of their spend occurred in Auckland. This is a conservative assumption that may result in an understatement of spend in Auckland, given that prices in Auckland are typically higher than prices elsewhere in New Zealand.

The sample-based estimates of visitation causality, visitor nights and expenditure derived from the post-event online survey were weighted up to the relevant target populations to produce aggregate estimates of visitor activity and expenditure in New Zealand and Auckland.

A small number of attendee types were not invited to complete the post-event survey – VIPs, observers, IMGA family and media. Appropriate length of stay and daily spend assumptions were applied to these groups to develop estimates of visitor nights and expenditure.

## Event operations

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### Objectives:

- **Determine how the event budget moved money into, out of and within the New Zealand and Auckland economies.**
- **Estimate the net impact of these cashflows on the New Zealand and Auckland economies.**

These objectives were achieved by conducting a line-item analysis of the event profit & loss statement to determine:

- Where the event income was sourced from i.e. Auckland, elsewhere in New Zealand, overseas.
- Where the event income was spent to deliver WMG2017.

The net impacts of these cashflows were assessed by comparing the amount of money that was actually spent in each economy with the amount that would have been spent in each economy in the absence of WMG2017.



## Avoided leakage

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### Objective:

- **Estimate the amount of money retained in New Zealand and Auckland as a result of hosting the event, relative to the counterfactual of another country hosting it.**

This objective was achieved in two stages:

- A question was included in the post-event survey that asks New Zealand residents whether they would have attended WMG2017 if it had been hosted overseas. The responses to this question were used to estimate the number of New Zealand and Auckland residents that would have travelled overseas to attend the event in another country.
- Appropriate length of stay and daily spend assumptions were used to develop estimates of visitor nights and expenditure that would have been spend overseas attending WMG2017.

## International airfares purchased from Air New Zealand

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### Objective:

- **Estimate the value of international airfares purchased from Air New Zealand by WMG2017 visitors**

This was achieved by including questions in the post-event survey that asked international visitors:

- How much money they spent on international airfares to New Zealand
- Which airline they arrived in New Zealand with

The sample-based estimates were weighted up to the population of international event attendees to produce aggregate estimates of international expenditure on airfares captured by Air New Zealand.