



**Media release**  
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## **Century City Developments Wellington Cup Carnival contributes \$8.6m to local economy**

The Century City Developments Wellington Cup Carnival contributed more than \$8.6 million to the local economy and attracted over 38,100 people to Trentham to celebrate three days of racing and social excitement; show the findings of an economic impact study report commissioned by the New Zealand Racing Board released today.

Local hotels, motels, bars and eateries were the biggest winners with 62% of all non-local visitors to the Century City Developments Wellington Cup Carnival staying overnight in Wellington. More than 15% of non-local visitors to the region stayed between two to four days in commercial accommodation, spending on average \$296 per day.

Racegoers purchased more than 11,000 fashion items in the Wellington region. The majority of purchases were made by women with more than \$800,000 spent on fashion items including 3492 pairs of gloves, 603 handbags and 402 pairs of shoes.

New Zealand Racing Board Chief Financial Officer, David Walsh, said "this economic impact study goes to show that the entertainment and marketing initiatives that have been put in place by the Wellington Race Club and Industry have succeeded in increasing popularity and have delivered significant benefits to the region, the racing industry and local businesses.

"More than three quarters of event attendees were from the greater Wellington region which demonstrates the strong local support for what is regarded as one of Wellington's major sporting and cultural events," Mr Walsh said.

Direct or indirect expenditure relating to the Carnival was responsible for sustaining 150 full time equivalent employees in the Wellington region per annum.

Close to three in every five people attended the carnival with a group of friends and more than 10,000 racegoers chose Tranzmetro trains as their preferred method of travel to and from the events.

Mayor of Wellington, Kerry Prendergast said "these findings highlight the importance of the Century City Developments Wellington Cup Carnival in stimulating spending on accommodation, transport, dining and entertainment in the Wellington region.

“We are extremely pleased to see such strong local support for this event further cementing the Cup Carnival’s place on the Wellington sporting calendar,” added Mayor Prendergast.

The economic impact study released today was commissioned by the New Zealand Racing Board and undertaken by Melbourne-based IER (Aus) Pty.

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