



Official RWC 2011 Travel Guide

New Zealand 2011

Rugby World Cup 2011 is rated amongst the top world events and number one for its economic impact on the hosting country!

RWC 2011 benefits to New Zealand

- High visitor numbers and impact
- Feel good factor for Host Nation
- Positive knock on from RWC 2011 on domestic sport
- 12% of visitors to RWC 2011 expected to return to visit New Zealand again
- Impact spread across the whole of the Host Nation, not just in host cities
- Rugby supporters more likely to travel and spend than other sports as they tend to be in higher social groupings

Specific Impact on New Zealand

- 60,000 International visitors
- 2000 media
- 30,000 New Zealander's travelling to games
- 1.15 Billion New Zealand dollars impact on New Zealand

Deloitte Analysis on Hosting Nation Impact

History

Total Cumulative Television Audience 1987-2007

1987 New Zealand.....	230 million
1991 5 Nations.....	1.4 billion
1995 South Africa.....	2.3 billion
1999 Wales.....	3.1 billion
2003 Australia.....	3.4 billion
2007 France.....	4.2 billion * record

Total Attendance

1987 New Zealand.....	600,000
1991 5 Nations.....	1,000,000
1995 South Africa.....	1,100,000
1999 Wales.....	1,700,000
2003 Australia.....	1,900,000
2007 France.....	2,240,000 * record

Rugby World Cup 2007

44 day event duration

4 billion cumulative TV audience

238 Number of countries broadcasting RWC

2.24m Paying spectators – the third largest number for any global sports event

94% Average stadium utilization – effectively a sell-out

350,000 International visitors to France

47,000 Average match attendance

Source: Deloitte's, "Potential Economic Impact of the Rugby World Cup on a Host Nation", September 2008, http://www.deloitte.com/assets/Dcom-UnitedKingdom/Local%20Assets/Documents/UK_SBG_IRB2008.pdf

MATCH SCHEDULE

POOL MATCHES

CITY	FRI 9 SEP	SAT 10 SEP	SUN 11 SEP	WED 14 SEP	THU 15 SEP	FRI 16 SEP	SAT 17 SEP	SUN 18 SEP	TUE 20 SEP	WED 21 SEP	THU 22 SEP	FRI 23 SEP	SAT 24 SEP	SUN 25 SEP	MON 26 SEP	TUE 27 SEP	WED 28 SEP	FRI 30 SEP	SAT 1 OCT	SUN 2 OCT	
AUCKLAND	NEW ZEALAND TONGA						AUSTRALIA IRELAND						NEW ZEALAND FRANCE	FIJI SAMOA					ENGLAND SCOTLAND		
CHRISTCHURCH		ARGENTINA ENGLAND	AUSTRALIA ITALY					ENGLAND GEORGIA						ARGENTINA SCOTLAND					AUSTRALIA RUSSIA		
DUNEDIN				SCOTLAND GEORGIA									ENGLAND PLAY-OFF WINNER							IRELAND ITALY	
HAMILTON						NEW ZEALAND ASIA 1		WALES SAMOA												WALES FIJI	
INVERCARGILL		SCOTLAND PLAY-OFF WINNER					ARGENTINA PLAY-OFF WINNER														
NAPIER								FRANCE CANADA												CANADA ASIA 1	
NELSON									ITALY RUSSIA											ITALY USA	
NEW PLYMOUTH				IRELAND USA												WALES NAMIBIA					
NORTH SHORE		FRANCE ASIA 1																		SOUTH AFRICA SAMOA	
PALMERSTON NORTH																				GEORGIA PLAY-OFF WINNER	
ROTORUA		FIJI NAMIBIA			SAMOA NAMIBIA															IRELAND RUSSIA	
WHANGAREI					TONGA CANADA															TONGA ASIA 1	
WELLINGTON				SOUTH AFRICA WALES				SOUTH AFRICA FIJI						AUSTRALIA USA						FRANCE TONGA	NEW ZEALAND CANADA

FINALS

CITY	QUARTER-FINALS		SEMI-FINALS		BRONZE	FINAL
	SAT	SUN	SAT	SUN	FRI	SUN
	8 OCT	9 OCT	15 OCT	16 OCT	21 OCT	23 OCT
AUCKLAND			SF 1 WINNER QF 1 WINNER QF 2	SF 2 WINNER QF 3 WINNER QF 4	LOSER SF 1 LOSER SF 2	WINNER SF 1 WINNER SF 2
CHRISTCHURCH	QF 2 WINNER B 2ND A	QF 4 WINNER A 2ND B				
WELLINGTON	QF 1 WINNER C 2ND D	QF 3 WINNER D 2ND C				

POOL A	NEW ZEALAND FRANCE TONGA CANADA ASIA 1	POOL C	AUSTRALIA IRELAND ITALY RUSSIA USA
POOL B	ARGENTINA ENGLAND SCOTLAND GEORGIA PLAY-OFF WINNER	POOL D	SOUTH AFRICA WALES FIJI SAMOA NAMIBIA

RUGBY WORLD CUP 2011 WORLDWIDE PARTNERS



New Zealand 2011

Official Rugby World Cup 2011 Travel Guide

A 300+ page publication for visitors and New Zealanders seeking hosting city and game information. An estimated 100,000 copies to be distributed internationally and nationally through a variety of distribution channels.



14 December 2009

To Whom It May Concern:

This letter is to confirm that MYJOT Limited ("MYJOT") has been appointed as an Official Licensee of Rugby World Cup 2011 ("RWC 2011"), and as such has acquired the right to produce the Official RWC 2011 Travel Guide.

By working with Licensing in Motion (NZ) Limited (the master licensing rights holder for RWC 2011), MYJOT will have access to, and be supported by, all major stakeholders of RWC 2011, including:

- Rugby World Cup Limited (owner of all rights associated with RWC 2011)
- Rugby New Zealand 2011 Limited (responsible for the planning and delivery of RWC 2011 in NZ on behalf of NZRU and NZ Government)
- International Management Group and associated RWC 2011 Commercial Partners (IMG is the Commercial Agent for Rugby World Cup Limited, and responsible for delivery and management of all commercial aspects and partners of RWC 2011 including Sponsors, Broadcasters, Travel Agents and Hospitality Agents)
- NZ Government organisations such as tourism bodies, local/regional councils, etc (all of whom will play a part in delivering a successful tournament)

The Official RWC 2011 Travel Guide will, of course, contain standard travel information on topics such as city information (what to do, local facts/history, local attractions, dining, entertainment, etc), public transport, maps, etc. However, by working with the stakeholders outlined above, the Official RWC 2011 Travel Guide will achieve a point of difference by including information communicated direct from the various stakeholders, including:

- Official stadium seating maps
- Official venue layouts
- Official live site layouts
- Exclusive offers from stakeholders (such as Worldwide Partners, Official Stores, etc)
- Official logos and intellectual property
- Other RWC 2011 information and insights

The Official RWC 2011 Travel Guide will be fully integrated with all aspects of the RWC 2011 tournament. If I can provide further information please feel free to contact me.

Yours sincerely,

Sally Christiansen
Licensing in Motion – Licensing Manager

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Districts buzz with Rugby hosting decision

Mayors and councilors of cities and towns which have won hosting status for teams playing in Rugby World Cup 2011 have quickly seized on the marketing and economic rewards they should gain.

The PR machines went into overdrive after Rugby NZ 2011 chief executive Martin Snedden announced yesterday 16 centres in the North Island and seven in the South Island would host at least one team for a period of time during the Tournament.

“USA Rugby hosting fantastic for Wanganui,” roared the media statement from Mayor Michael Laws’ office, with predictably no letter h in Wanganui. “Wellington welcomes its RWC 2011 host teams and their fans,” said a decidedly eager Wellington City Council, while its counterpart further south offered a tamer “Christchurch to host top Rugby teams.”

The delight was real in Taupo, with a press release claiming a hat-trick of teams for the tourism resort.

“Other cities got games, which is nice, but we’ve got three whole teams staying with us, who will bring coaches, manager, physios, doctors, partners and family with them,” enthused Mayor Rick Cooper.

“All of whom will of course spend money on food and lattes, go shopping, and partake in all the fun tourist activities our district offers. And then they’ll all go back home and tell everyone how wonderful Taupo is.”

A photo accompanied the press release showing Mr. Cooper and council officials cracking open a bottle of bubbly.

Taupo will host the South African, Welsh and Irish teams at various stages of the Tournament.

Nine other centres which are not hosting matches will host teams – the Bay of Islands, Gulf Harbour (north of Auckland), Tauranga, Taupo, Gisborne, Wanganui, Masterton, Blenheim, Ashburton and Queenstown.

They join the match playing centres Whangarei, North Shore, Auckland city, Hamilton, Rotorua, Napier, New Plymouth, Palmerston North, Wellington, Nelson, Christchurch, Dunedin and Invercargill as bases for the teams. The teams will move around different centres during the group phases but some will

spend a substantial number of days in one spot – for instance, England will be in Christchurch for 19 noisy days, if the Barmy Army accompanies the team.

The All Blacks will stay in the cities they are due to play in before their group matches: in Auckland prior to the games against Tonga and France, in Hamilton before they play an Asian qualifier (probably Japan), and in Wellington prior to their final group match against Canada.

“Teams will be able to experience more of New Zealand’s rich culture and spectacular scenery and these hosting communities will be able to showcase themselves, their hospitality and attractions to the world,” Martin Snedden said.

Source: TV3 NZPA 19 Dec 2009.

Team Hosts by Region

Bay of Islands

Team	No. of nights	Dates	Training venue
Canada	6	Sep 6 – Sep 11	Kerikeri Sports Complex
Asia 1	3	Sep 17 – Sep 19	Kerikeri Sports Complex
Tonga	4	Sep 22 – Sep 25	Kerikeri Sports Complex

Whangarei

Team	No. of nights	Dates	Training venue
Canada	3	Sep 12 – Sep 14	Kensington Sports Complex
Asia 1	10	Sep 12 – Sep 21	Kensington Sports Complex
Tonga	2	Sep 20 – Sep 21	Kensington Sports Complex

Rodney

Team	No. of nights	Dates	Training venue
Asia 1	11	Sep 3 – Sep 13	Silverdale Rugby Club
Namibia	3	Sep 20 – Sep 22	Silverdale Rugby Club
Samoa	5	Sep 26 – Sep 30	Silverdale Rugby Club

North Shore

Team	No. of nights	Dates	Training venue
France	15	Sep 1 – Sep 15	Onewa Domain
France	10	Sep 19 – Sep 28	Onewa Domain
South Africa	2	Sep 21 – Sep 22	Onewa Domain
South Africa	2	Sep 29 – Sep 30	Onewa Domain

North Shore

Team	No. of nights	Dates	Training venue
New Zealand	7	Sep 3 – Sep 9	Trusts Stadium
Tonga	5	Sep 7 – Sep 11	Western Springs
Ireland	6	Sep 12 – Sep 17	Mt Smart #2
Australia	4	Sep 14 – Sep 17	Trusts Stadium
New Zealand	8	Sep 17 – Sep 24	Trusts Stadium
Fiji	8	Sep 18 – Sep 25	Mt Smart #2
Samoa	7	Sep 19 – Sep 25	Western Springs
Scotland	5	Sep 27 – Oct 1	Lloyd Elsmore Park
England	7	Sep 25 – Oct 1	Trusts Stadium

Hamilton

Team	No. of nights	Dates	Training venue
New Zealand	7	Sep 10 – Sep 16	St Peter's College
Asia 1	3	Sep 14 – Sep 16	St Paul's College
Samoa	2	Sep 17 – Sep 18	St Paul's College
Wales	7	Sep 17 – Sep 23	St Peter's College
Wales	6	Sep 27 – Oct 2	St Peter's College
Fiji	2	Oct 1 – Oct 2	St Paul's College

Taupo

Team	No. of nights	Dates	Training venue
Wales	5	Sep 12 – Sep 16	Owen Delany Park
Ireland	4	Sep 18 – Sep 21	Owen Delany Park
South Africa	3	Sep 18 – Sep 20	Owen Delany Park
South Africa	6	Sep 23 – Sep 28	Owen Delany Park

Rotorua

Team	No. of nights	Dates	Training venue
Namibia	7	Sep 8 – Sep 14	Smallbone Cricket Oval
Fiji	2	Sep 9 – Sep 10	Rotorua Boy's High School
Samoa	6	Sep 11 – Sep 16	Rotorua Boy's High School
Ireland	4	Sep 22 – Sep 25	Smallbone Cricket Oval
Russia	2	Sep 24 – Sep 25	Rotorua Boy's High School

Tauranga/Mt Maunganui

Team	No. of nights	Dates	Training venue
Fiji	4	Sep 5 – Sep 8	Tauranga Domain
Samoa	4	Sep 7 – Sep 10	Bay Park, Mt Maunganui
Russia	3	Sep 21 – Sep 23	Tauranga Domain
Fiji	5	Sep 26 – Sep 30	Tauranga Domain

Gisborne

Team	No. of nights	Dates	Training venue
Namibia	7	Sep 1 – Sep 7	Rugby Park
Namibia	5	Sep 15 – Sep 19	Rugby Park

Napier

Team	No. of nights	Dates	Training venue
Canada	15	Sep 15 – Sep 29	Tremain Field
France	3	Sep 16 – Sep 18	Napier City Rovers
Asia 1	6	Sep 22 – Sep 27	Napier City Rovers

New Plymouth

Team	No. of nights	Dates	Training venue
Ireland	4	Sep 8 – Sep 11	New Plymouth Boy's High School
USA	10	Sep 9 – Sep 18	TET Stadium, Inglewood
Russia	3	Sep 13 – Sep 15	New Plymouth Boy's High School
Russia	3	Sep 13 – Sep 15	TET Stadium, Inglewood
Namibia	4	Sep 23 – Sep 26	New Plymouth Boy's High School

Wanganui

Team	No. of nights	Dates	Training venue
USA	6	Sep 3 – Sep 8	Cooks Gardens

Palmerston North

Team	No. of nights	Dates	Training venue
Play-off Winner	3	Sep 26 – Sep 28	Arena Manawatu #2
Argentina	7	Sep 26 – Oct 2	The Sports and Rugby Institute
Georgia	7	Sep 26 – Oct 2	Linton Army Base

Masterton

Team	No. of nights	Dates	Training venue
Georgia	7	Sep 19 – Sep 25	Soldiers and Cameron Memorial Park

Wellington

Team	No. of nights	Dates	Training venue
South Africa	17	Sep 1 – Sep 17	Rugby League Park
Wales	9	Sep 3 – Sep 11	Porirua Park
Fiji	7	Sep 11 – Sep 17	Porirua Park
Australia	6	Sep 18 – Sep 23	Rugby League Park
USA	5	Sep 19 – Sep 23	Newtown Park
Canada	3	Sep 30 – Oct 2	Porirua Park
New Zealand	8	Sep 25 – Oct 2	Rugby League Park
Tonga	6	Sep 26 – Oct 1	Hutt Recreation Ground
France	3	Sep 29 – Oct 1	Newtown Park

Blenheim

Team	No. of nights	Dates	Training venue
Russia	7	Sep 6 – Sep 12	Lansdowne Park
Russia	3	Sep 16 – Sep 18	Lansdowne Park

Nelson

Team	No. of nights	Dates	Training venue
Italy	7	Sep 2 – Sep 8	Saxton Cricket Oval
Italy	14	Sep 16 – Sep 29	Saxton Cricket Oval
Russia	2	Sep 19 – Sep 20	Saxton Field
USA	4	Sep 24 – Sep 27	Saxton Field

Christchurch

Team	No. of nights	Dates	Training venue
England	19	Aug 31 – Sep 18	QE II Park
Argentina	15	Aug 31 – Sep 14	Christ's College
Australis	8	Sep 6 – Sep 13	Rugby Park
Italy	7	Sep 9 – Sep 15	Linwood Rugby Club
Georgia	3	Sep 16 – Sep 18	Linwood Rugby Club
Scotland	11	Sep 16 – Sep 26	Rugby Park + Linwood Rugby Club
Argentina	8	Sep 18 – Sep 25	Christ's College
Australia	8	Sep 24 – Oct 1	Rugby Park
Russia	6	Sep 26 – Oct 1	QE II Park

Ashburton

Team	No. of nights	Dates	Training venue
Play-off Winner	6	Sep 1 – Sep 6	Ashburton Show Grounds

Dunedin

Team	No. of nights	Dates	Training venue
Georgia	11	Sep 5 – Sep 15	Caledonian Ground
Scotland	5	Sep 11 – Sep 15	Carisbrook/University Oval
Play-off Winner	8	Sep 18 – Sep 25	Caledonian Ground
England	3	Sep 22 – Sep 24	Carisbrook/University Oval
Ireland	7	Sep 26 – Oct 2	Carisbrook/University Oval
Italy	3	Sep 30 – Oct 2	Caledonian Ground

Queenstown

Team	No. of nights	Dates	Training venue
Ireland	6	Sep 2 – Sep 7	Queenstown Events Centre
Play-off Winner	4	Sep 11 – Sep 14	Queenstown Events Centre
England	3	Sep 19 – Sep 21	Queenstown Events Centre

Invercargill

Team	No. of nights	Dates	Training venue
Play-off Winner	4	Sep 7 – Sep 10	Southland Boy's High School
Scotland	4	Sep 7 – Sep 10	Les George Oval
Argentina	3	Sep 15 – Sep 17	Southland Stadium
Play-off Winner	3	Sep 15 – Sep 17	Southland Boy's High School

Distribution Methods

For Official RWC 2011 Travel Guide

Total Print & Distribution approximately 100,000 copies

- Official Travel Agents
- Retail book stores internationally and nationally including online book stores
- Retail stores including Petrol stations/supermarkets
- Official RWC 2011 Retail
- Chain and independent sports stores (Rebel, Champions etc)
- Souvenir and gift stores including duty free stores/airports
- Post Offices
- Official RWC 2011 online store and Official RWC 2011 Travel guide website
- Accommodation providers
- Travel agencies, airlines and car/campervan rental companies
- Game venues
- Promotional means through Rugby clubs/schools
- I-sites, Tourism New Zealand, NZ 2011
- Rugby World Cup Limited and RWC 2011 Worldwide Partners, Official sponsors and other commercial stakeholders

Specifications

- A5 size
- 300+ pages
- Printed 4 colour process + satin seal throughout
- Cover on 250gsm matt art, matt laminated outside
- Text on 130gsm matt art
- Pur bind

Advertorial Rates

- Full Page \$4,900 – 640 words maximum but an image can be substituted for wording
- Half Page \$2,900 – 320 words maximum but an image can be substituted for wording
- Quarter Page \$1,900 – 160 words maximum but an image can be substituted for wording
- Eighth Page \$1,200 – 80 words maximum no image allowed – consisting generally of Company name, address and contacts (4 lines) with 8 lines of further information – total of 12 lines
- Header Ad \$900 – 4 lines with company contact information

Content must be of advertorial style

All prices exclude GST and any potential external Advertising Agency commission.

Timelines

Bookings: May/June/July 2010

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Distribution: January 2011 (overseas)
February 2011 (New Zealand)

Payment Options: Full payment at time of confirmation will receive a 10% discount. Alternatively, 50% at time of confirmation with the remainder payable over the months with full payment made by the 30 November 2010. These will be discussed at the time of confirmation.

Advertising Sales represented by: Affinityads, Takapuna, Auckland www.affinityads.com

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