

Wellington's guide to the DHL NEW ZEALAND LIONS SERIES 2017



**FAN
FRIENDLY**

Event background

The British and Irish Lions tour every four years, rotating between Australia, New Zealand and South Africa. With them they bring a small army of fans, who are known for their passionate support of their team, as well as being high-value visitors, with significant spending in the accommodation, transport and hospitality sectors. It is estimated around 20,000 fans will travel to New Zealand for DHL NZ Lions Series 2017.

WELLINGTON MATCH DATES

Tuesday, 27 June, 7:30pm
Hurricanes v The British & Irish Lions
Saturday, 1 July, 7:30pm
All Blacks v The British & Irish Lions

Touring fans in Wellington

Most attending the Hurricanes match on the Tuesday are expected to arrive on Monday 26 June, with numbers building through the week, ahead of the second Test on Saturday 1 July.

Arrivals will peak from Friday 30 June. We expect to be hosting approximately 17,000 out of town visitors (both British & Irish Lions fans and All Blacks fans) in Wellington on the second match day.

Where can I find out what's happening during this time?

Visit WellingtonNZ.com/outroar to see what is happening in Wellington.

Visit rugby2017festival.com for information about what is happening around New Zealand.



Guidance for hosting fans

Who are they?

The average age of the supporter's crowd is a bit older – they like to eat, drink and be merry! They aren't budget travelers, they will be seeking 'value', not 'cheap'.

Although the typical fan is male, we have been advised that many fans are travelling with their partners so don't forget to think about both male and female consumers if you're preparing special offers.

What might a 'Fan Friendly' menu contain?

Focus on seasonal New Zealand food. The visitors will expect to see lamb and seafood on menus and a good selection of local wine and beer.

With a male-skew, portion sizes will need to accommodate, but there needs to be a bit more creativity than just mashed potato and pies. Think about great New Zealand protein like Cervena and Angus beef.

Major Events Management Act

The **DHL NZ LIONS SERIES 2017** has been declared a 'major event' under MEMA. The Act protects the rights of event organisers and official sponsors and primarily prevents businesses that aren't sponsors from claiming an association with the event.

This event also has a "clean zone" around the stadium operating on match day - this area must be free of unauthorised advertising, promotional or sales activities.

The use of Series and team branding is restricted. If you are creating something (ie. Staff t-shirts, promo material etc) for the DHL NZ LIONS SERIES, we recommend you seek guidance and approval from New Zealand Rugby prior to production.

For approval go to Michelle Campbell at New Zealand Rugby on: rightsprotection@nzrugby.co.nz

How your Business can get involved with the DHL NZ Lions Series 2017.

'[A Guide to the Major Events Management Act 2007](#)' is full of great advice for businesses wondering what the Act means for them. A few examples are set out below.



Bars or restaurants are not prevented from alerting the public that an event will be televised in their premises at a certain time, if an unauthorised association with the event is not created.



An advertisement that uses general terms and/or images which are not declared 'major event emblems' or 'major event words', and which does not suggest an association with the Sports World Cup is not in breach of the MEMA.



A window display that does not use protected emblems or words, and does not create an association with the event, will be permitted. One safe option for most businesses is the use of official bunting developed for the event. If you are interested in purchasing this, please go to www.flagmakers.co.nz to order. Series bunting starts from \$19.95.