

# Transport and RWC 2011

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# Rugby World Cup. New Zealand 2011

- September 9<sup>th</sup> to October 23<sup>rd</sup> 2011 (45 days).
- Third largest sporting event in the world.
- 4 billion plus viewers.
- 85,000 plus overseas visitors.
- The NZ ‘experience’.
- \$610 million to NZ economy.
- A ‘shop window’ for tourism.



Transport connects it all and is the most visual.

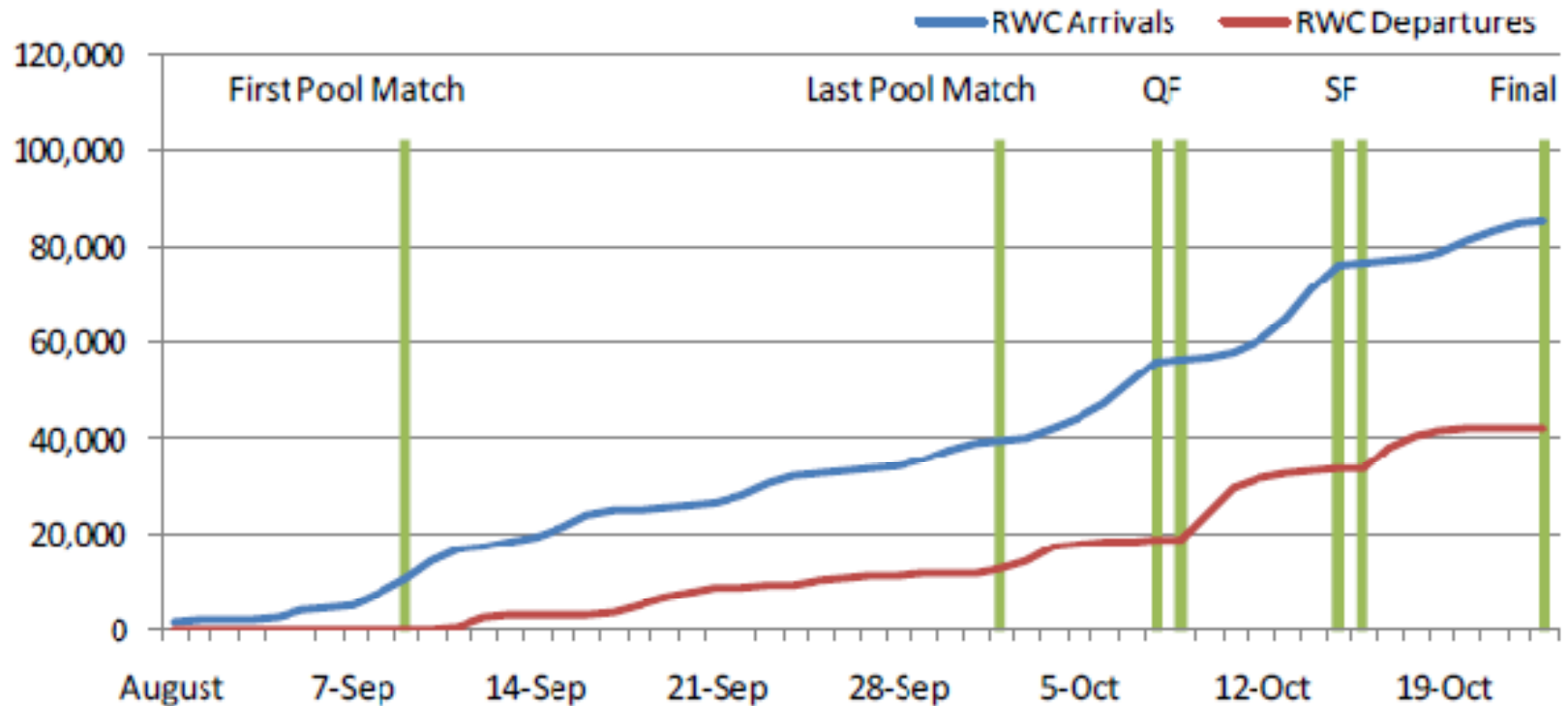
# RWC and transport

- 13 venues - national consistency.
- 23 host centres for teams.
- 20 nations - concurrent travel of supporters.
- Independent travel.
- Accommodation needs and travel requirements.



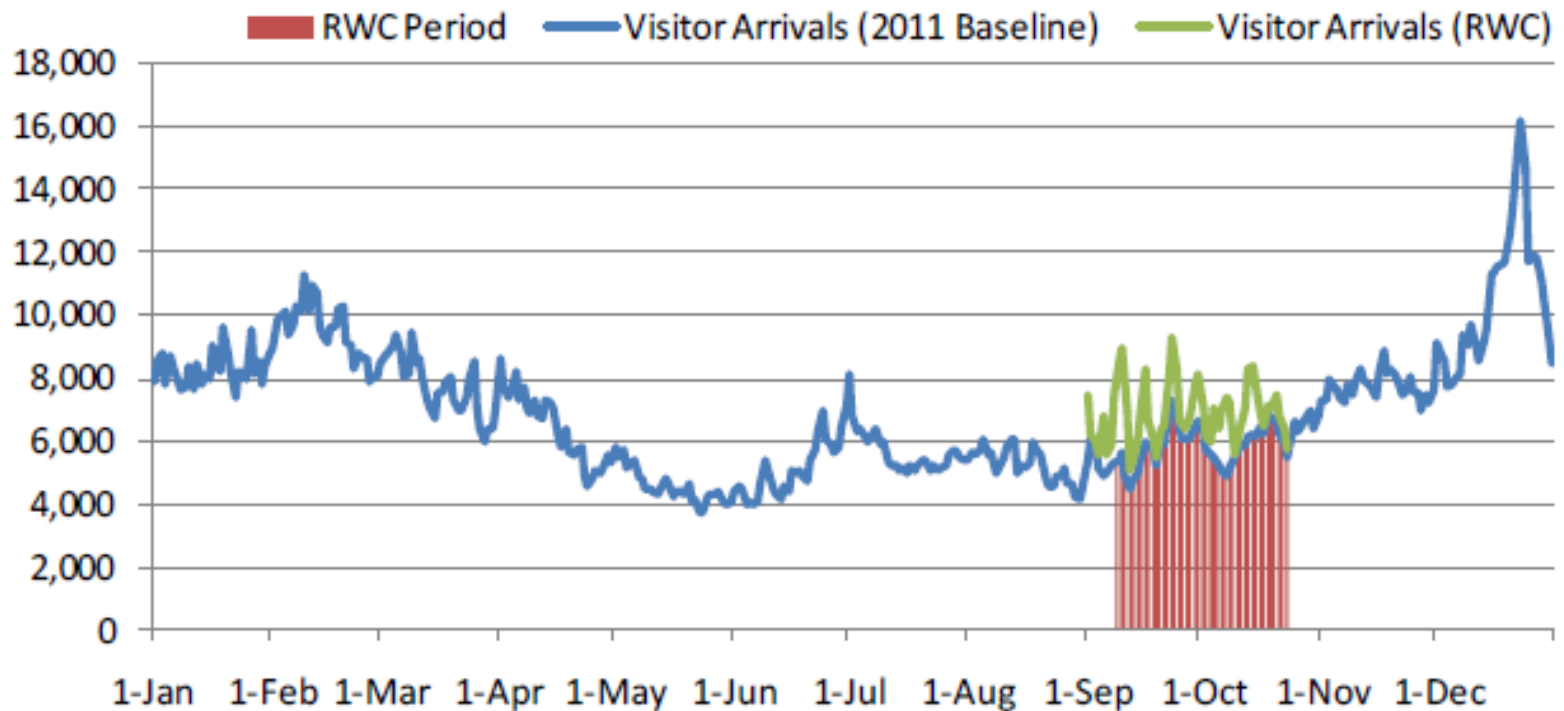
# RWC Visitor Numbers

Figure 1 Gross International Visitor Arrivals & Departures Generated by RWC 2011 (Cumulative)



# RWC Visitor Numbers

Figure 4 Daily International Visitor Arrivals to New Zealand in 2011



# 2005 British Lions Tour – Supporter profile

- Squad of 50 with 30 -50 support staff
- 20,400 overseas supporters
- 61% ‘free independent travellers’.
- Average spend of \$268/night.
- Average stay of 21 days.
- High demographic profile and income.
- Follow team as cheaply and completely as possible.
- High camper van use.
- Experience everything.



# RWC and transport

- High number of supporters with no car access.
- Overseas supporter expectations.
- Peaked demand.
- All day event – holiday atmosphere.
- Live sites.
- Levels of logistics to cater for attendees.



# Transport as part of RWC

- Only one component of RWC.
- A crucial factor having multiple interactions.
- Public and private organisations involved.





# Transport as part of RWC

- Transport facilities and services must link all competition and non competition venues.
- Travel time reliability important for event functioning and image.
- Highly visible, sensitive to errors, meaning possible poor publicity.



# Our Benchmark?

- Media scrutiny.

# “Rugby World Cup fans face transport chaos”

Sunday Star Times



# RWC Transport Issues

There are specific issues regarding transport provision, particularly with:

- To game travel;
- From game travel;
- Non game travel; and
- During week travel (travel around the country).



# MED RWC Transport Group

- Established by MED RWC Coordination office.
- Main tasks:
  - to coordinate regions response to transport provision.
  - look at a nationally consistent approach.



# MED RWC Transport Group

- Research.
- Provided a framework.
- Liaison with venues.
- National RWC transport group established.



# NZTA

- State highway
- Communications
- Enforcement



# RNZ 2011 Match Services and Transport

RNZ 2011 responsible for:

- delivery of 48 matches in 13 venues.
- delivery of national fleet and coach transportation.
  
- RNZ 2011 Planning.
- Transport considerations:
  - Regional transport management planning
  - Volunteer recruitment
  - Fleet centre location

# Current Venue planning

- Transport coordination group.
- Draft transport management plans.
- Nationally consistent.
- Venue Testing.
- Emergency planning.
- Risk assessment.

To be considered:

- Works programme across network.
- Maintenance.



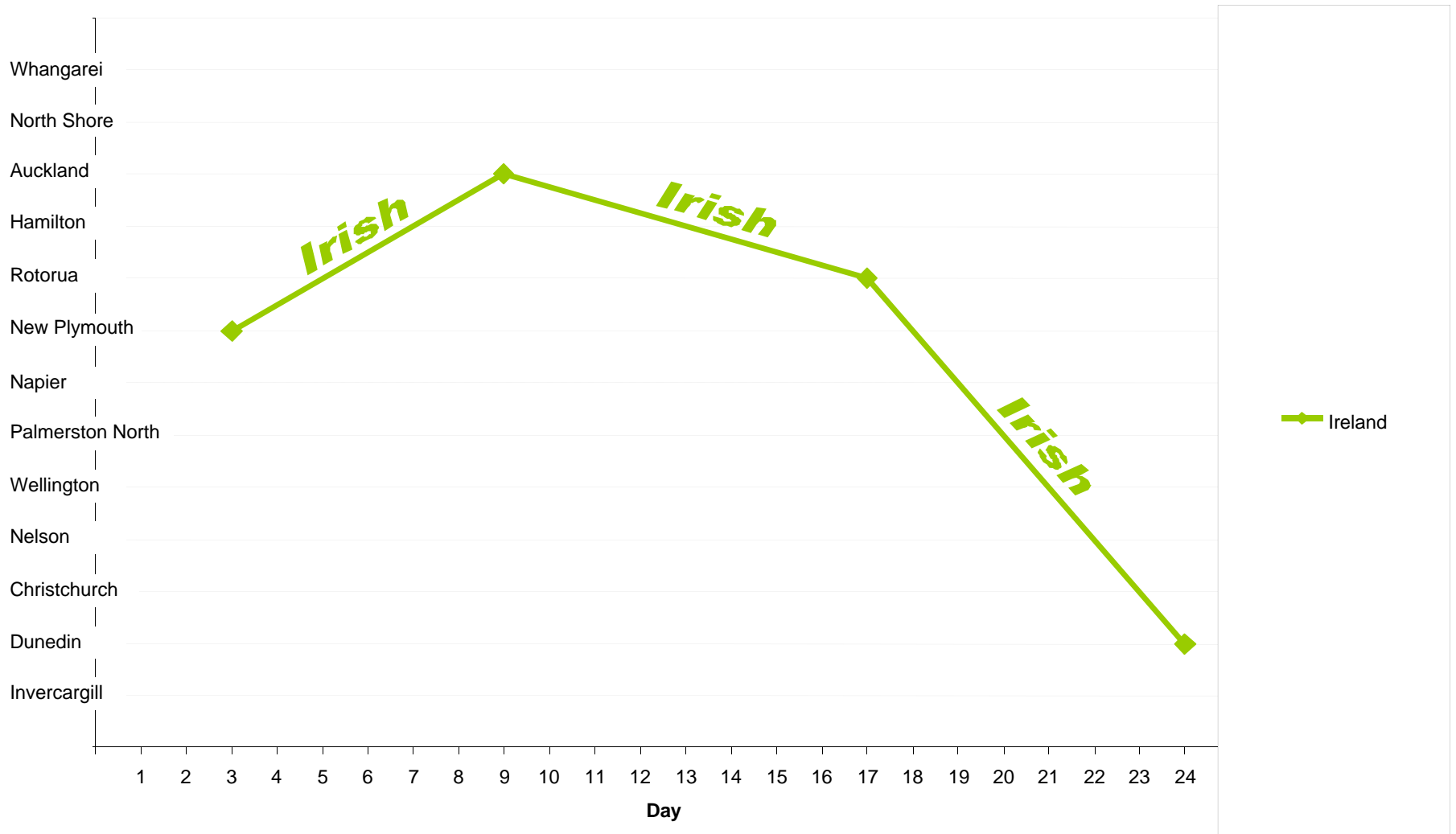


# Where will the fans be?

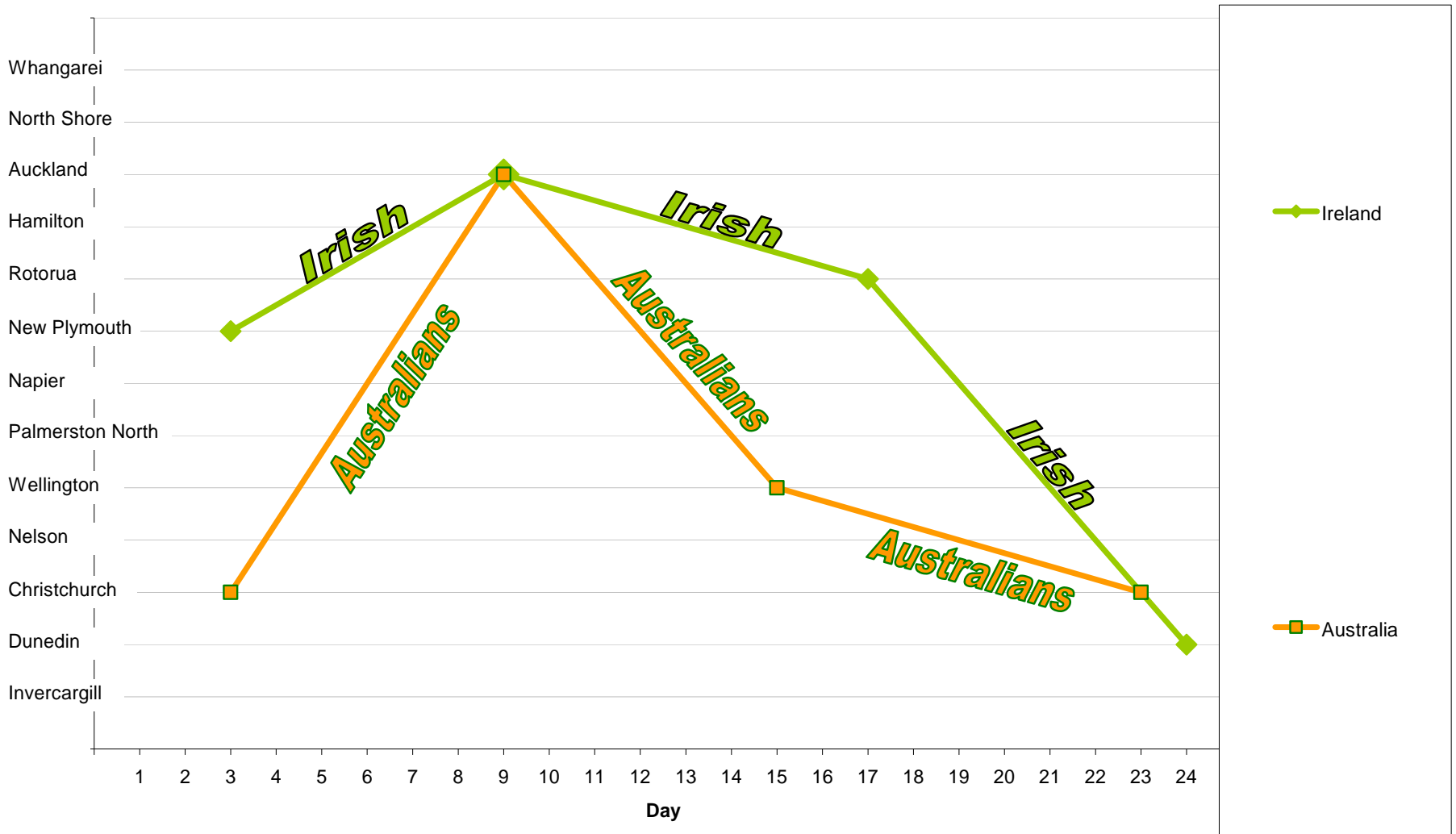
- Data: Based on MED and Tourism.
- Supporter distribution
  - 60% 2 days before and after game
  - 80% 1 day before and after game
  - 95% on game day
- Not domestic supporters



# Cities by day

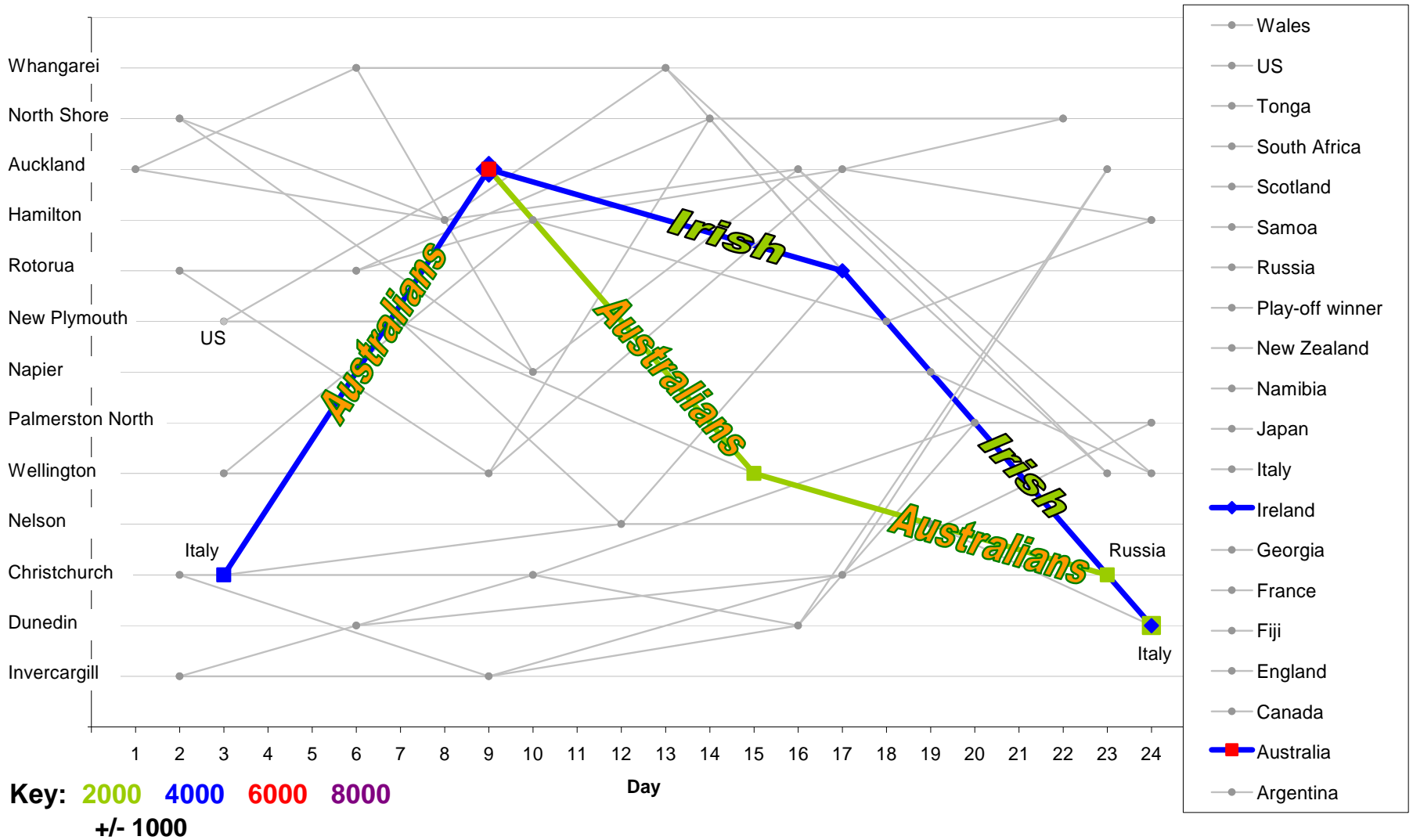


# Add Australians

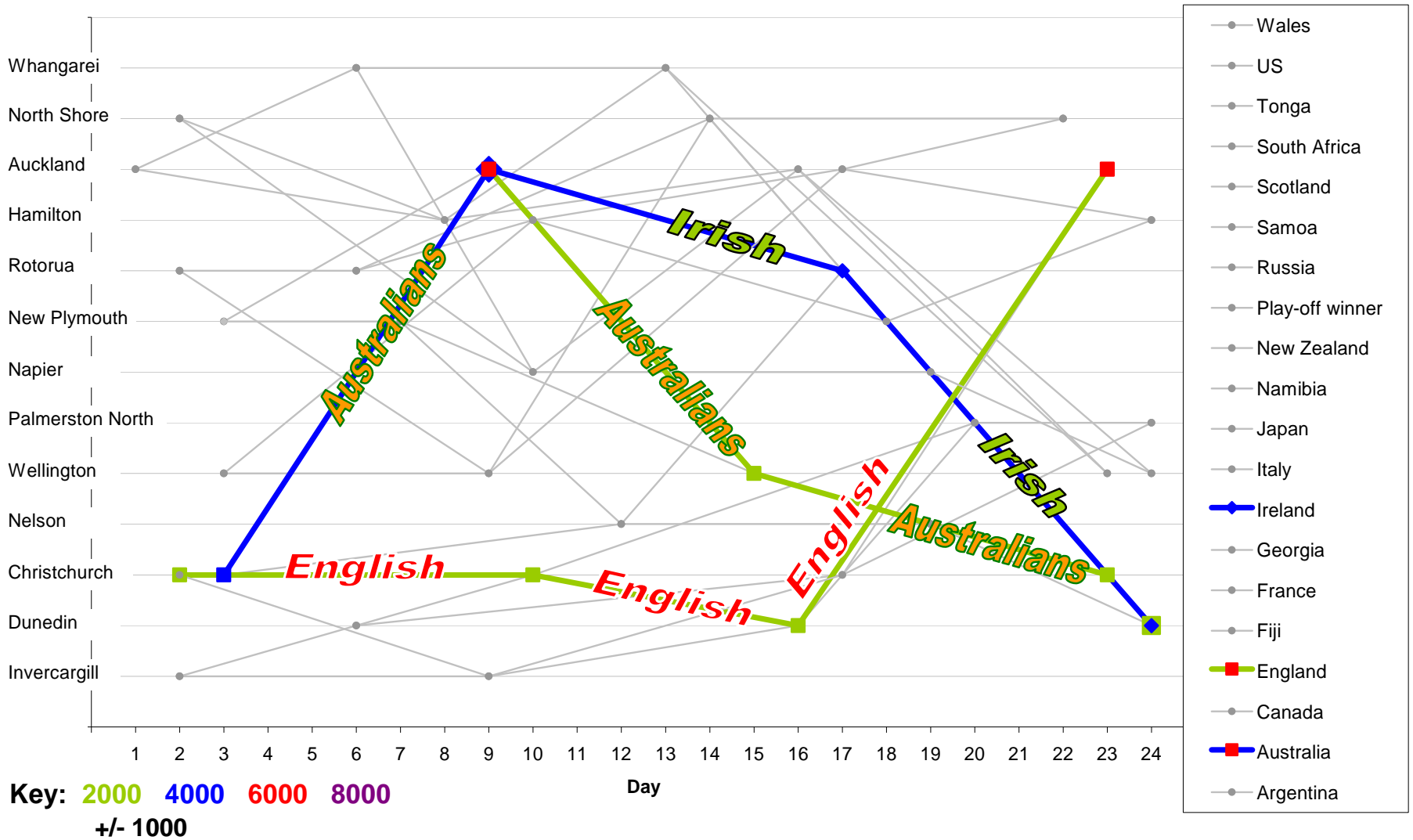




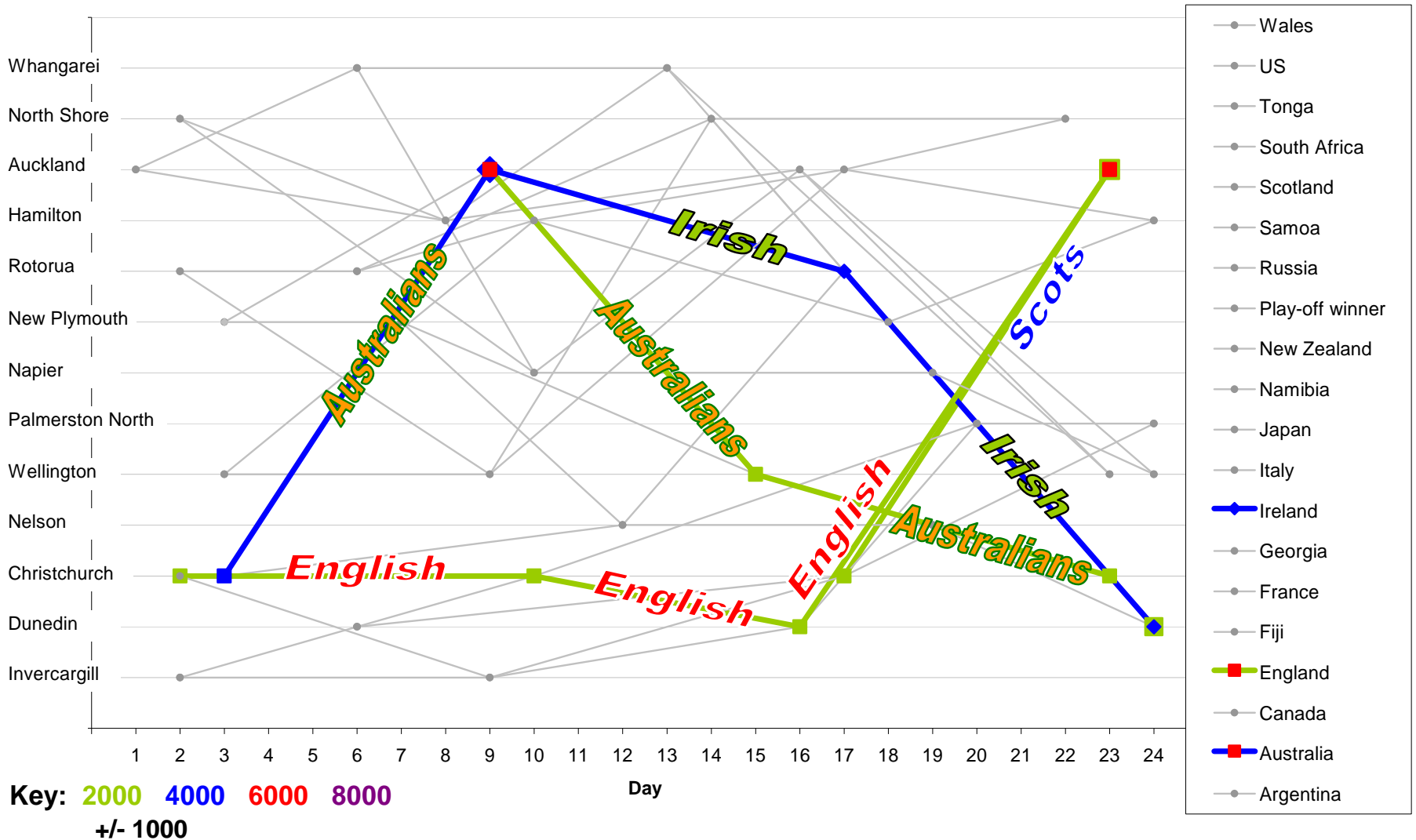
# Number of supporters



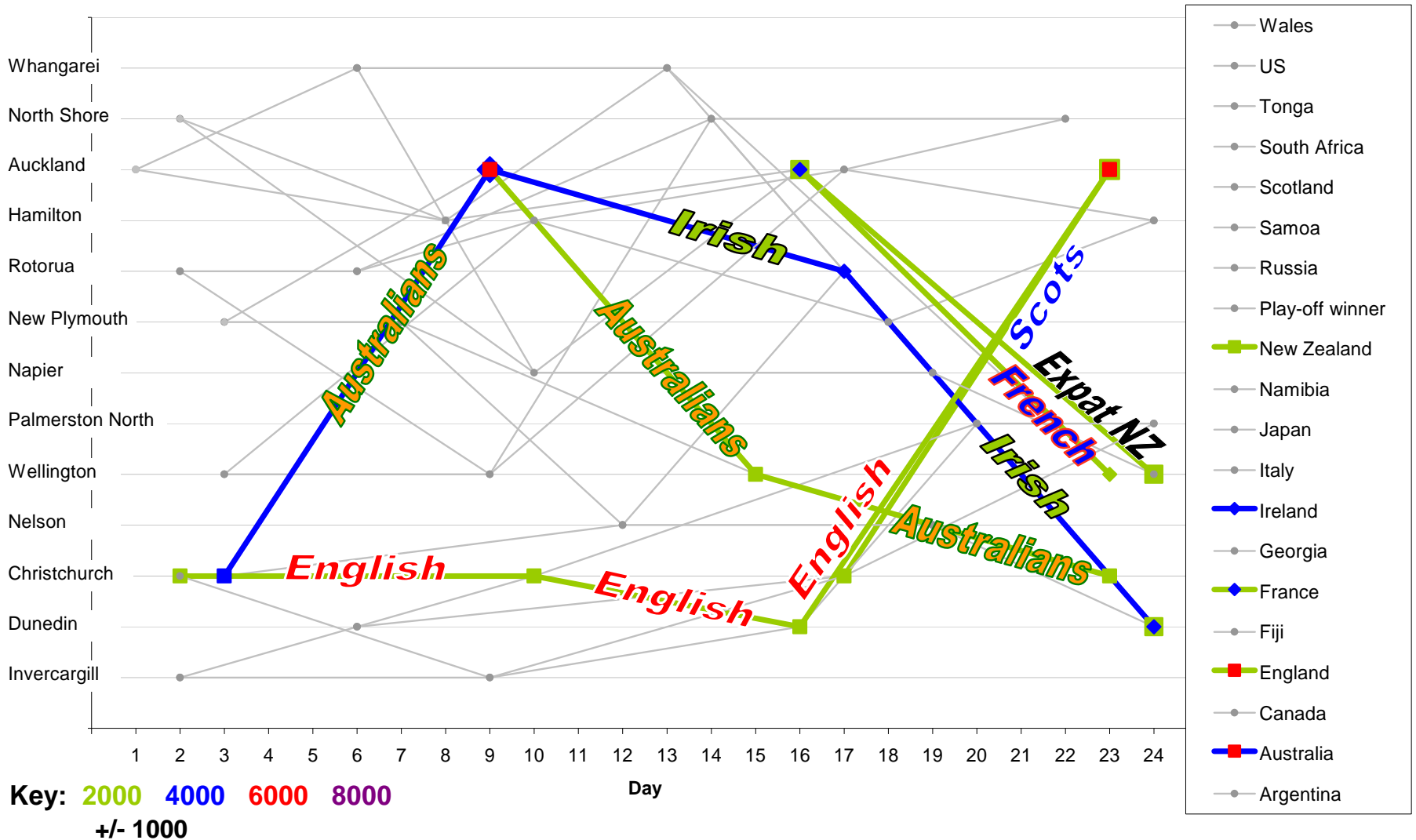
# Plus English



# Plus the Scots



# Plus French and Expat NZs

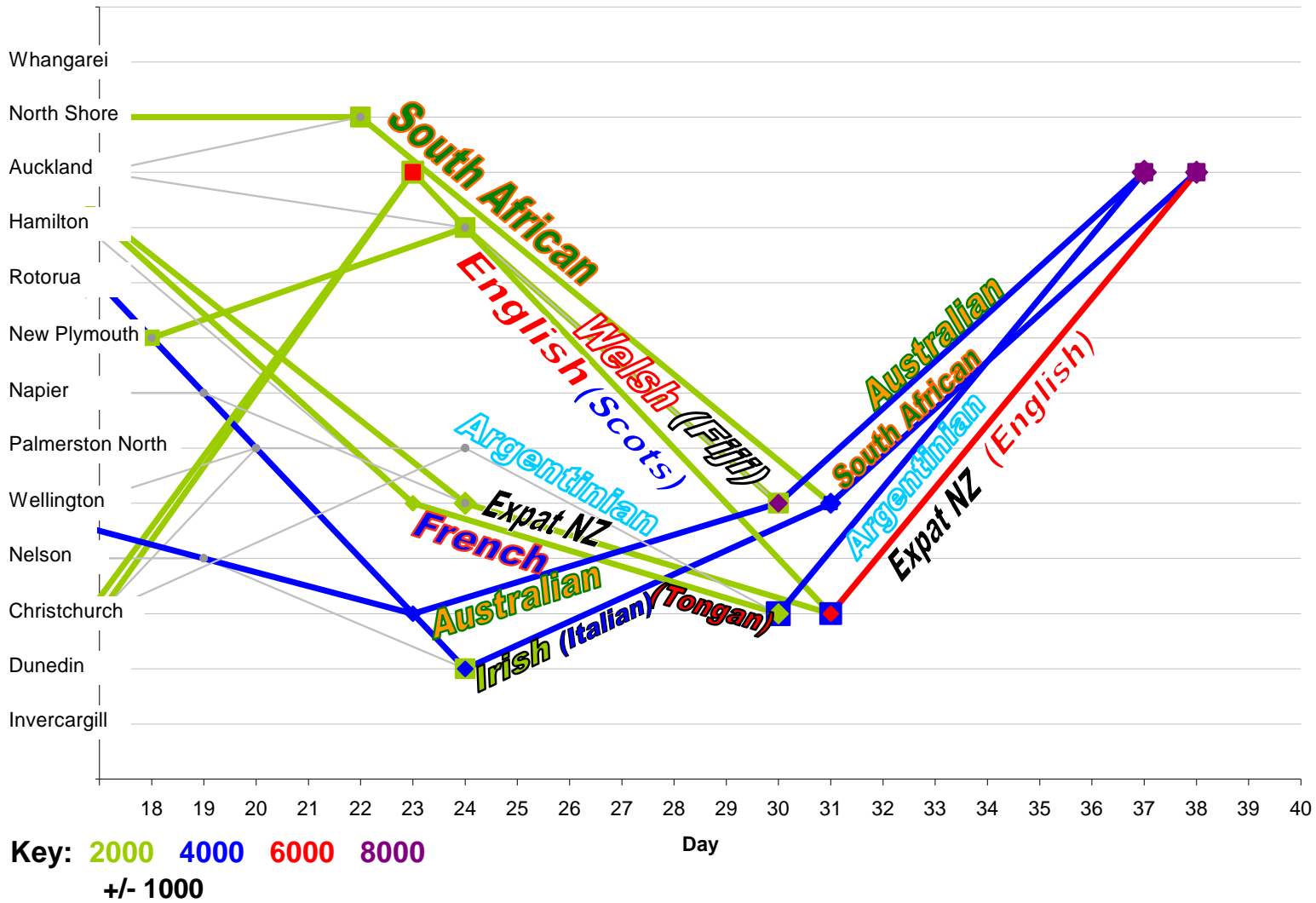








# Finals



# RWC Aims

- We support each other in planning and delivery
- We have open communication channels
- A culture of collaboration
- One shared goal:

**successfully deliver RWC Transport**



# Contacts

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