



## Services for the Event Sector

### Major Events

Major events have become an increasingly important component of New Zealand's tourism product, providing focal points for significant infrastructural investment and vital opportunities for international profiling of New Zealand as a visitor destination. Horwath HTL's directors have developed strong expertise in the major events sector and have had involvement in analysing many of New Zealand's largest events including both America's Cup defences, the 2005 DHL NZ Lions Series, and the upcoming Rugby World Cup 2011.

Our service lines include:

#### Pre-event economic impact analysis

We utilise our proven economic impact methodologies, in-depth tourism industry knowledge, and in-house databases to prepare robust pre-event estimates of economic impact. These estimates are underpinned by our projections of potential incremental visitors and average expenditure as well as our analysis of likely income and expenditure flows associated with the event. Our clients find our robust assessments of significant value in obtaining stakeholder support in event bid situations, communicating with stakeholders and the wider public, and identifying potential constraints and hurdles that need to be addressed during pre-event planning in order to optimise the event's success.

#### Post-event economic impact analysis

We frequently undertake post-event economic impact studies for event organisers and significant event funders. These post-event studies draw on primary market research (which Horwath HTL can either manage or undertake) and event organiser data to assess actual levels of expenditure associated with the event. We utilise our proven methodologies to assess the economic impact based on the expenditure data. Our clients find these analyses valuable as part of their post-event reviews to assess "return on investment" and to identify opportunities for optimising economic impact in future events.

#### Business case analysis

We have assisted a number of clients in undertaking business case analyses in relation to proposed events. We draw on both our financial and economic impact expertise to analyse the strengths, weaknesses, opportunities, and threats associated with the event and provide clients with independent analysis. This enables clients to make informed decisions as to whether they wish to become associated with the event and the extent to which they wish to make a financial investment.

Offices throughout the Asia Pacific region:

Australia    Beijing    Shanghai    Hong Kong    Indonesia    Japan    Malaysia    Singapore    Thailand  
and throughout the world.

*Horwath HTL Limited provides specialised services to the Hotel, Tourism and Leisure industry.*

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## Other Events

Increasingly local governments have been developing portfolios of regular annual events to assist in profiling their destination and create points of difference that can stimulate domestic tourism. Horwath HTL has, in conjunction with Market Economics Limited, developed a comprehensive event assessment framework that enables a cost effective evaluation of annual events. The framework capitalizes on our major event knowledge and expertise and provides a robust assessment with outputs that are highly comparable across different event types. The framework includes pre- and post-event assessment including business case analysis, economic impact, social impact, and environmental impact.

## Event Venues

Horwath HTL's directors have developed strong expertise in relation to a range of sport and entertainment facilities including outdoor stadia and indoor sport and entertainment centres. We have worked on many of New Zealand's pre-eminent venues and take pride in the value we add to our clients through our comprehensively researched and robustly analysed outputs.

Our service lines include:

### Feasibility studies / Business case analysis

We have undertaken feasibility studies and business case studies for a diverse range of outdoor stadia and indoor sport and entertainment centres throughout New Zealand including both new-build and expansion. The break-even nature of many of these assets and the high level of public sector investment that is often associated demands highly transparent analysis of a robust nature that is easily understood by all stakeholders. We will tailor our scope of work to meet our client's specific requirements but key steps will often include: critical analysis of the proposed development and assessment of the likely range of activities that will be attracted, primary market research (if appropriate), secondary market research amongst key industry informants, analysis of recent spectator trends and relevant benchmark analysis, projections of likely number of annual events, average attendance size, and spend per attendee, projections of variable costs including non-recoverable event day costs, projections of overhead costs.

### Economic impact analysis

We have undertaken numerous economic impact analyses for venue owners and proponents including as part of comprehensive business case analyses or as part of resource consent hearings. These analyses typically estimate the future economic impact that will arise in the local economy as a result of future events that are projected to be staged in the venue. Our comprehensive knowledge of stadium operations combined with our economic impact expertise ensures we can provide rigorous assessments for our clients.

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