

IT GRIPPED THE NATION FOR A SUMMER...

Events Update March 2021

Our tracking of Kiwi's awareness of what's on down under over the summer just ended reaffirms what we all thought - that the nation's attention was dominated by the Prada Cup and the America's Cup. And as Emirates TeamNZ got closer to match point the nation wasn't just hooked, it was mesmerised. The power of the event to hook a nation was light years above any other. Although, the NZ vs Australia T20 Cricket Series and the White Ferns generated consistent interest in the background.

New Zealand's media profile around the globe, too, was dominated by the regattas for months on end. The only other events to break into the most discussed stories related to the raising of Alert Levels in Auckland and how that would impact racing.

But how quickly we've moved on! Less than two weeks ago champagne corks were flying, and you couldn't buy ticker tape for love nor money, but our social listening post suggests the halcyon days are all but forgotten!

That said, kiwis are likely to support upcoming major events. Many will travel for these, adding to bed nights at their destination, albeit in a modest way.

Data is collected from a nationally representative sample of at least 380 New Zealanders, aged 15 and over at each survey point. If you'd like to understand more about how this story unpacks contact liz@researchfirst.co.nz

in association with



73%
of the country was **aware of the America's Cup** at its peak, and it never fell below **60%**



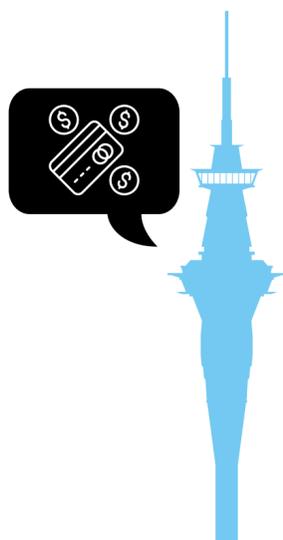
The fervour of the Cup built on social, with a level of **patriotism** not seen for a while.

By the end of the regatta **the Italians had found a place in our hearts.**



84%
decrease in conversations at home and abroad just 10 days after Team EmiratesNZ won compared to before.

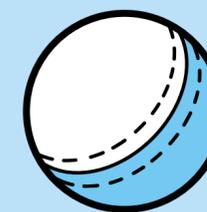
Conversations about the Cup have quickly turned from **glory to money** – with lingering narratives around money speaks vs public funding.



And by far the loudest voice comes out of **Auckland**

Cricket saw **glimpses of limelight** over the summer.

Half of New Zealand knew of the **Black Caps International series**, but most weren't aware of other efforts to attract us to other events and formats of our summer game.



Holiday intentions between March and June are slowing compared to the previous January to April quarter.



NEARLY **HALF** of us intend to **travel to attend upcoming major events.**

With summer done, the get-away is now looking like its back to a **weekend affair.**



Sleeping under the stars hasn't lost its appeal, even on Autumn nights.

And for those not so at one with nature, **44%** will seek either mid-range options or stay with family and friends.

