



NEW ZEALAND MAJOR EVENTS

34th America's Cup evaluation reports

On: 27 March 2014

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“The economic benefit from our investment in Team New Zealand is considerable. From a \$36 million investment, the evaluation shows a total estimated impact of \$87 million to the New Zealand economy,” Economic Development Minister Steven Joyce says.

“New Zealand directly benefited from Government investment, with 85% of the total campaign budget being spent on our shores, totalling \$153 million.”

Companies that participated in the NZTE's America's Cup business leveraging programme are also reporting a range of benefits.

“Trade and investment deals worth \$200 million for New Zealand and a further \$120 million of new sales opportunities and investor interest were generated over the course of the event,” Mr Joyce says.

[Read Economic Development Minister Steven Joyce's release.](#)

Download the reports

- [Independent evaluation of the Government's investment in Emirates Team New Zealand \[1.5 MB PDF\]](#)
- [Evaluation of New Zealand Trade and Enterprise's \(NZTE\) leveraging programme in San Francisco \[2.8 MB PDF\]](#)