



NEW ZEALAND MAJOR EVENTS

Major Events Fund invests in Lake Taupo Cycle Challenge

On: 27 November 2015

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[image] Cycle Taupo article

The Lake Taupo Cycle Challenge is New Zealand's largest cycling event and attracts approximately 7,000 international and domestic riders to the central North Island every year.

“The Government’s investment is for the 2015, 2016 and 2017 events and is targeted at growing the international reputation of the Challenge, with a view to attracting even more competitors and spectators,” says Devorah Blumberg, Manager of New Zealand Major Events.

“The event organisers will develop and implement international marketing initiatives that will raise the profile and scale of the event on the international stage.”

The Cycle Challenge is best known for its 160km Bike Barn Solo, a one-lap circumnavigation of Lake Taupo. There are 17 other categories available as part of the event, including road cycling and mountain biking for individuals and groups.

“We know that international participants and spectators of major events typically extend their length of stay to enjoy the best of what New Zealand has to offer, providing a valuable injection to the local economy.

“The Government invests in events that provide a platform to showcase New Zealand internationally as a desirable visitor and major events destination, which the Lake Taupo Cycle Challenge achieves.”

New Zealand Major Events is committed to working with the events sector to attract and grow high quality major events that deliver economic, social and cultural benefits to New Zealand.

Learn more about the [Major Events Development Fund](#).