



New Zealand promoted as major event destination

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The promotional 'Investing in World-Class Events' brochure and video footage bring to the forefront New Zealand's identity as a major tourist destination which features a diverse and interesting culture, warm and welcoming people, and the expertise, infrastructure and capability to host major events.

New Zealand has been showcased as a major event destination on the world stage with the launch of new promotional material at the SportAccord Convention in Switzerland.

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The SportAccord Convention is the international world sport and business summit that connects rights holders, organising committees, cities, press and media, business and other organisations involved in the development of sport. It is viewed as the most significant international sport conference annually and is a platform for establishing valuable connections and networks internationally.

New Zealand's presence at the SportAccord Convention contributes to the Government's Major Events Strategy, which aims to attract significant events to New Zealand. Such events have the potential to increase tourism revenue, create opportunities for New Zealand brand promotion as well as new business and trade opportunities, reinforce our high achievement and participation in sports and arts, strengthen national pride and identity, and enhance the capability of the events sector.

The Government is committed to working with New Zealand's major events sector to help attract and grow high-quality major events around the country that deliver economic, social and cultural benefits and promote New Zealand to the world.

International Olympic Committee member Barry Maister led the New Zealand delegation to the SportAccord Convention.

The New Zealand delegation included representatives from:

- Sport New Zealand,
- the Ministry of Business, Innovation and Employment, and
- Auckland Tourism, Events and Economic Development.

- [Read the brochure \[PDF 3.2MB\]](#)