

One Million Tickets Sold for RWC

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- Ticket revenue reaches NZ\$220m
- Over 211,000 tickets sold valued at NZ\$51m in last six weeks
- RNZ 2011 up to 82% of final revenue target

One million tickets have now been sold for Rugby World Cup 2011 following a surge in sales during the final phase of ticketing for the Tournament, which opened to the general public on Monday.

“This has been a tremendous start to our final ticketing campaign and we are thrilled with the way fans in New Zealand and around the world have responded,” said Martin Snedden, CEO for Tournament Organiser Rugby New Zealand 2011 (RNZ 2011).

RNZ 2011 is forecasting total sales revenue of NZ\$268.5 million based on expected ticket sales of 1.35 million from the 48 Tournament matches.

The sales in the final phase have boosted ticket revenue by NZ\$17 million to NZ\$220 million. This means RNZ 2011 has now reached 82% of its revenue target.

Over the last six weeks fans have purchased 211,000 tickets with a value of NZ\$51 million.

“This is a fantastic result and is about where we expected to be with little over two months until the Tournament kicks off.”

Before RWC 2011, the highest revenue-generating event in New Zealand’s history was the 2005 British & Irish Lions Tour, which grossed NZ\$24 million.

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“As of today, we have achieved nine times the ticket revenue for that event so that is very pleasing,” said Snedden.

“Tickets are selling fast to many matches. Eighty-five thousand fans from over 100 countries are already coming so we urge New Zealand fans to get in quickly to avoid being disappointed. There is already limited availability in some seat categories while some categories for certain matches are exhausted.”

Tickets can be purchased online at www.rugbyworldcup.com/tickets .

Rugby World Cup Limited Chairman Bernard Lapasset said: “With two months until the beginning of RWC 2011, we are delighted to have reached the significant and exciting milestone of one million ticket sales.”

“We have seen a surge in sales in this important final ticketing phase and expect this to continue as excitement grows in New Zealand and around the world.”

“We are confident planning and preparation is on track and have no doubt it will be a spectacular and memorable tournament for all who attend.”

Snedden added: “We expect tickets to continue to sell strongly from here as happened at the Rugby World Cups in France in 2007 and Australia in 2003. Interest is clearly growing in the New Zealand Tournament and that is being helped by the RWC 2011 Roadshow which is touring throughout the country in July.”

“We’ve had great turnouts from fans in Bluff, Invercargill and Queenstown so far and that bodes well for the rest of the month.”