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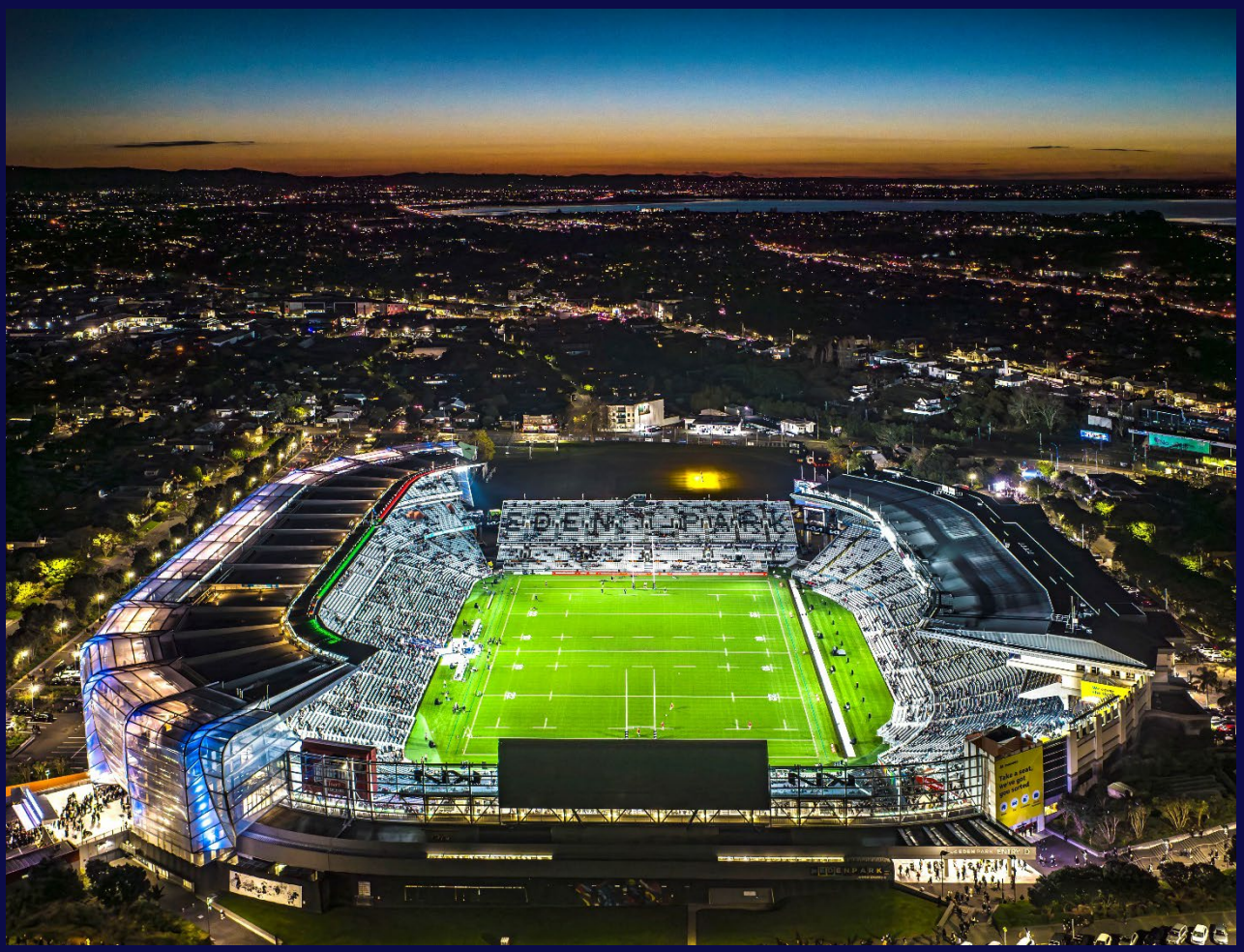

The Economic Contribution of Eden Park to the Auckland Region

Authorship

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Foreword

This report provides a rigorous, independent, and impartial assessment of Eden Park's economic contribution to the Auckland region, undertaken by researchers at Waipapa Taumata Rau, University of Auckland. Drawing on robust economic modelling and transparent methodology, the analysis quantifies Eden Park's impact on regional GDP, employment, and household incomes. Put simply, it shows how events at the stadium support local businesses, create jobs, attract visitors, and ultimately enhance Auckland's global profile.

The University of Auckland is proud to be Eden Park's exclusive education and research partner. This partnership is grounded in a shared vision to make Tāmaki Makaurau a better place to live, work and play. It reflects a unique alignment between Aotearoa's national stadium and New Zealand's leading university, bringing together community-facing infrastructure and academic expertise to generate real-world outcomes.

As a cornerstone of New Zealand's cultural and sporting identity, Eden Park is uniquely positioned to drive community, cultural, and economic benefits. Through our partnership, we are advancing a wide range of initiatives, from collaborative research and student internships to civic engagement and professional development, all anchored in shared values and a commitment to a vibrant, inclusive Auckland.

Eden Park and Waipapa Taumata Rau have jointly delivered a number of successful initiatives, including the student-led innovation sprint *Solve It*, the *Art in the Park* exhibition showcasing specialist lectures and discussions provided by accomplished Art History experts, professional development courses tailored to Eden Park and many of their icon partners, and the development of a bespoke *Service-Learning Internship* programme that connects students with practical experience. An upcoming celebration will also recognise participants of the longitudinal *Growing Up in New Zealand* research study.

This work reflects the University's broader mission to create globally transformative impact through research, teaching, and partnerships that serve the public good. Guided by Taumata Teitei – Vision 2030 and Strategic Plan 2025, we uphold the principles of manaakitanga, kaitiakitanga, and whanaungatanga as we contribute to the prosperity, sustainability, and wellbeing of Aotearoa New Zealand and the wider Pacific.

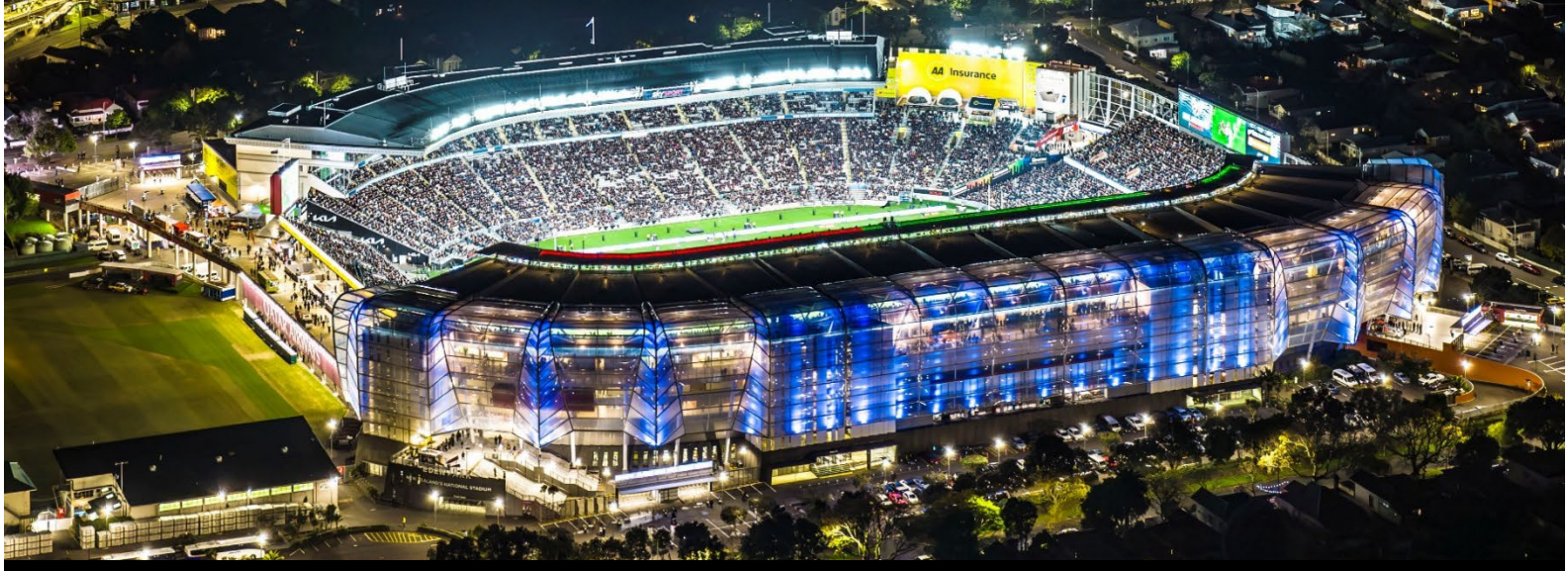
At the heart of this mission is a focus on knowledge mobilisation and research impact. This report exemplifies our commitment to translating academic expertise into real-world insights that inform public discourse and policy. With its methodological transparency and analytical rigour, we hope it may serve as a national benchmark for evaluating the economic impact of major stadia. While the report offers a comprehensive picture of Eden Park's economic footprint, it also acknowledges the limitations inherent in available data and the scope of indirect effects not captured in current modelling.

We are proud to contribute to this important conversation and look forward to building on our partnership with Eden Park in ways that further advance community, innovation, and impact.

Professor Dawn Freshwater, Vice-Chancellor, University of Auckland
Nick Sautner, Chief Executive Officer, Eden Park

Eden Park 2023/24

	SPORTS	CONCERTS
Events	22 matches	3 concerts
Attendees	363k	131k
Gross Revenue	$52M	$56M
Auckland Spending	$38M	$33M
Net GDP contribution	$13M	$24M



Total net GDP contribution: $37M

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1 Introduction

In an age where entertainment is increasingly consumed individually, live events create rare, shared experiences. Gathering with thousands of others for sport or live music connects people to the energy of the occasion and a wider cultural moment.[1] Venues such as Eden Park do more than host; they shape the atmosphere, accessibility, and lasting impression of the event.

Beyond their social value, events generate substantial economic activity. By drawing audiences from a wide geographic catchment, they stimulate local spending on a variety of activities, often extending well beyond the event's immediate footprint.[2] For a venue of Eden Park's scale, these expenditure flows can be substantial. As such, hosting events can meaningfully contribute to the region's economy, support employment, and boost household incomes across multiple sectors.

This report evaluates the net economic impact of events hosted at Eden Park on the Auckland region. By focusing on spending that remains within the regional economy, it provides a clearer view of the benefits from events investigated in the study year, as well as from hypothetical scenarios in which the venue operates at higher utilisation within existing consenting and capacity constraints. The focus is on economic outcomes; while some qualitative observations and commentaries are included, broader social, environmental, and fiscal impacts are beyond the scope of this analysis.

1.1 Events at Eden Park

Eden Park is a major New Zealand stadium and was internationally recognised in 2024 as *Venue of the Year* at *TheStadiumBusiness* Awards, surpassing a number of high-profile international arenas.[3] Located approximately 3 km south of Auckland's central business district, between the suburbs of Kingsland, Morningside, and Mount Eden, it is well served by the city's public transport network, with rail and bus connections within a short walk. The stadium has a seated capacity of around 50,000 for sporting events and can accommodate more than 55,000 attendees for concerts, making it the largest venue of its kind in the country.

Operating year-round as a multi-purpose facility, Eden Park's calendar includes a diverse mix of sporting codes alongside large-scale concerts, cultural celebrations, and community events. It has hosted major international tournaments, including the men's and women's Rugby World Cups, ICC Cricket World Cup matches, and FIFA World Cup qualifying fixtures, as well as domestic competitions at the regional and national levels.

Accordingly, the stadium is able to negotiate and schedule a mix of events with varying economic impacts for the Auckland region. For this analysis, events are grouped into five broad categories: large concerts, medium-large concerts, large sporting matches, medium sporting matches, and small sporting matches. This categorisation allows the impacts of each event type to be assessed in the context of a typical or hypothetical year, recognising that the number of events in each category is influenced by scheduling constraints and by the differing audience sizes typically attracted by each

[1] See Chalip (2008), Wann et al. (2008), Deery and Jago (2010), and Dearn and Price (2016).
[2] For discussion and a review of approaches, see Li and Jago (2013) and references therein.
[3] https://edenpark.co.nz/edenpark_media/eden-park-wins-venue-of-the-year-and-event-of-the-year-at-international-thestadiumbusiness-awards/

sport or event type. Categories are defined by attendance thresholds and illustrated with examples from the past three years. A summary is provided in Table 1.

Table 1: Event category definitions and examples

Event category	Attendance threshold	Example from the last 3 years
Large concert	≥ 40k	Coldplay P!NK Travis Scott Ed Sheeran
Medium-Large concert	20k ≤ x < 40k	Luke Combs SIX60 Billy Joel Guns N' Roses
Large sporting match	≥ 30k	All Blacks matches Super Rugby final FIFA Women's World Cup Women's Rugby World Cup finals International soccer
Medium sporting match	10k ≤ x < 30k	International Cricket Women's Rugby World Cup pool matches The majority of Super Rugby matches Some domestic soccer matches
Small sporting match	< 10k	Some Super Rugby matches Some domestic soccer matches Super Rugby Aupiki matches NPC matches
Other events excluded from this analysis	~10k but can vary	Freestyle Kings Eid Al Fitr Art in the Park Te Matatini

Notes: Attendance thresholds are applied to define event categories for concerts and sports matches separately. Examples are drawn from events held at Eden Park within the last three years. "Other events" lists activities of a different nature (such as festivals or cultural gatherings) that are not included in the quantified analysis.

1.2 Valuing economic impact

An economic impact assessment begins by estimating net new direct spending in the region that is attributable to the event. Several recognised methods exist to translate this spending into net impacts on the regional economy, each with its own benefits and limitations (see Li and Jago, 2013, for a review). In this study, we apply industry-specific multipliers derived from New Zealand's national input-output (IO) tables to convert spending into direct and flow-on impacts on regional gross domestic product (GDP), employment (full-time equivalents, FTE), and household incomes.

IO modelling can be limited by strict assumptions of fixed relationships, fixed prices, and the exclusion of supply-side constraints. Nonetheless, it offers a structured view of how industries are linked and can provide insights into the composition of an economy that are often unavailable through other frameworks (Gretton, 2013). It is widely applied in event impact studies because, when used correctly, it provides a transparent and consistent way to estimate how spending in different industries may circulate through the wider economy.

The geographic impact area for this analysis is the Auckland region. To ensure the results reflect true net benefits, it is necessary to identify and adjust for spending that does not represent a gain to the Auckland economy. Our analysis therefore adjusts gross spending, based on ticket sales, visitor expenditure patterns, and operational costs, to exclude leakages such as profits remitted elsewhere and spending by Auckland residents that would have occurred regardless (Crompton, 1995; Gretton, 2013). This produces net regional spending, which is converted to net GDP, FTE, and household income using the IO-derived multipliers.

Results are averaged to create a 'typical' event profile for each category, highlighting the impact of that event type given its typical scale. Smaller-scale activities, such as sports on the Outer Oval[4], exhibitions, cultural gatherings, business functions, and stadium tours, are excluded from the quantified analysis due to their size and nature.

Finally, while the modelling framework captures aggregate pre- and post-event spending on entertainment and accommodation, it does not quantify localised effects on nearby neighbourhoods and town centres such as Kingsland and Mount Eden. The report instead includes qualitative discussion of public submissions, which generally indicate strong local support for the current and proposed event schedules.

1.3 Key findings

Events at Eden Park generate substantial economic benefits for Auckland, with concerts delivering the largest economic returns. A typical large concert adds around $8.3 million to Auckland's GDP, supports 114 FTE jobs, and generates $4.3 million in household incomes per event night. Medium-large concerts also have substantial impacts, averaging $6.4 million GDP, 88 FTEs, and $3.3 million in household incomes per event-night. These impacts reflect the combination of high attendances, large numbers of visitors from outside the region, and substantial new spending flows into Auckland's economy.

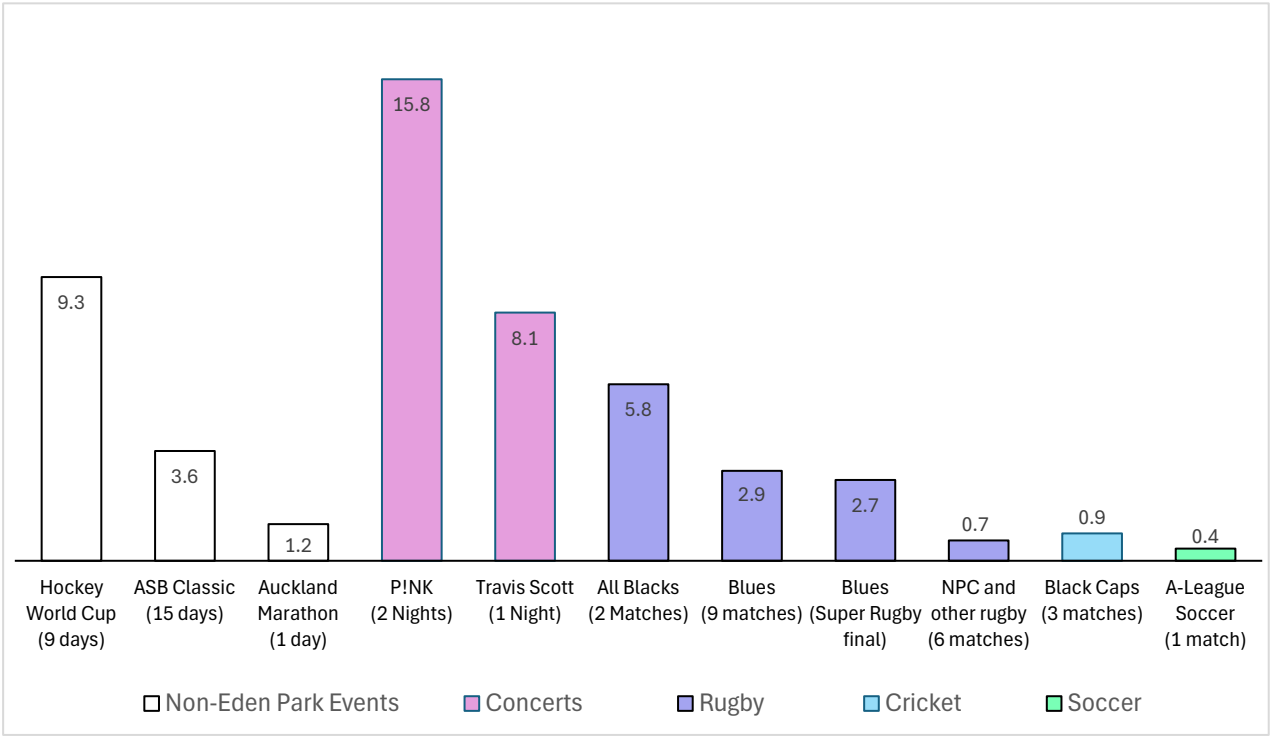
Sporting fixtures generate impacts that are smaller per match but add up over the course of a season. Large sporting matches average $2.8 million in net GDP, support about 49 FTEs, and generate $1.8 million in household incomes per match. Medium matches contribute around $0.3 million to GDP and 7 jobs per match, while small matches add $0.1 million to GDP and about 2 jobs per match. Although modest on a per-event basis, the cumulative contribution of a full sporting season is significant, collectively delivering economic effects comparable to those of a large concert.

[4] The Outer Oval is a secondary ground at Eden Park. Situated outside the main stadium it has minimal fixed infrastructure and attendance is usually free.

The differences in impact across event categories reflect the balance between direct and flow-on effects.[5] For concerts, most spending is additional to the region, so the direct component is proportionally larger. In contrast, many sporting fixtures involve a high proportion of Auckland attendees and a material share of revenue that accrues to national bodies based outside the region. Once displaced local spending is removed, the net direct effect can be low or even negative for these events. Where teams are locally based, more revenue is retained and spent in Auckland, resulting in direct impacts that are proportionally stronger. However, even when the direct component is small, sporting events generate sizeable supply-chain and induced effects because event-delivery industries tend to have higher multipliers than the average household spending profile used for the displacement benchmark. This results in high net flow-on effects, and a positive net total effect.

1.3.1 Events in 2023-2024

Figure 1: Comparison of Net GDP impacts from selected events in 2023 - 2024



Notes: Data for non-Eden Park events is sourced from Tātaki Auckland Unlimited reports. GDP represents the additional GDP generated by the additional Auckland-based spending due to the event, after subtracting the estimated GDP associated with displaced spending by Auckland attendees. The Super Rugby final is reported separately from the other Blues matches due to its significant scale being non-typical for Super Rugby. "Other rugby" includes the Super Rugby Aupiki final and the Gallaher Shield. These two other rugby events, and the A-League soccer match, are not analysed directly in this report; their impact is inferred based on comparable events within our analysis set, weighted by attendance.

[5] Direct effects are the immediate economic activity associated with the event itself. Flow-on effects include both additional indirect activity generated within the supply chain to the event, and additional household spending induced by the direct and indirect activities. See section 2 for more detail.

In the 2023/24 financial year (1 November 2023 to 31 October 2024), Eden Park's main ground hosted 25 sports and concert events with a combined attendance of almost 495,000 people, generating an estimated impact of $37.2 million net additional GDP for the region. The three concert nights generated about $23.9 million in net GDP, approaching double the $13.3 million from the 22 sports fixtures.

Within sport, domestic rugby's aggregate net GDP exceeded that of the two international All Blacks tests, but this was heavily influenced by the Blues' Super Rugby Final, which contributed $2.7 million of the $6.3 million domestic-rugby total. The final was slightly below the estimated net GDP for a single international test and, without it, domestic rugby's contribution would have been closer to $3.5 million. Cricket and soccer matches made relatively modest contributions of $0.9 and $0.4 million additional GDP respectively.

Figure 1 compares the net GDP impacts of major events held in Auckland during 2023/24, with the coloured bars representing events at Eden Park investigated in this analysis. The results highlight the scale of concerts at Eden Park relative to other fixtures: the two P!NK concerts are estimated to generate over $15.8 million in net GDP, while the Travis Scott performance adds another $8.1 million. Each concert night exceeds the impact of the two All Blacks tests at Eden Park, which together contributed $5.8 million, and also surpasses other domestic rugby, cricket, and non-Eden Park events. The comparison illustrates that, while sporting fixtures provide steady contributions across a season, large-scale concerts at Eden Park deliver singular impacts of a magnitude comparable to, or greater than, the city's highest-profile sporting events.

1.3.2 Greater utilisation scenario

Two scenarios are modelled to reflect greater use of Eden Park while remaining well within the stadium's physical and consented capacity. Both use the events from the 2023/24 event schedule as the baseline, and outcomes are compared with the total impact for the Auckland region in that year. The first scenario is 'maximum concerts', which models the impact of the stadium operating at its consented cap of twelve concerts, and following the historical ratio of three large concerts for each medium-large concert. The second scenario is 'maximum rugby', where attendance at Super Rugby matches rises until all games are classified as 'Large matches' and home finals are retained.

Relative to the baseline of the 2023/24 season, the additional net GDP is almost three times higher under the concert scenario and around 1.6 times higher under the rugby scenario, with total net GDP impacts of $107 million and $60.5 million, respectively. These results indicate that Eden Park has significant theoretical capacity to deliver a larger regional economic contribution with greater utilisation.

2 Methodology

Estimating the economic impact on the Auckland region of concerts and sporting matches at Eden Park requires measuring both the new activity generated in Auckland and the activity by Auckland residents that it displaces. Displaced activity is spending that, due to the event, is reallocated between categories or time-shifted, but would have otherwise occurred within the region. For example, a resident in Auckland may forgo a planned clothing purchase in June and instead spend the same amount at an event at Eden Park in September. Although the category and timing change, total spend within Auckland over the period is constant, so this represents displacement rather than additional activity.

Different categories of spending can also have different economic impacts. For example, supermarket spending generally has a smaller regional GDP effect than the equivalent spending at bars and restaurants. This is because hospitality typically requires greater inputs of local labour, resulting in more economic activity in the region through the flow-on effects of spending from local wages.

It is important to account for these differences in economic impact when assessing the net effect of displaced spending and the additional impact of new regional spending by visitors. Our analysis uses industry-specific multipliers derived from a national input-output framework to trace and estimate how event-related spending flows through the Auckland economy, focusing on changes in revenue and expenditure across industries. The approach quantifies the event's contribution to GDP, employment, and household incomes, allowing us to estimate the net benefit or cost to the region.

The framework distinguishes between three key components of impact:

- **Direct effects:** The immediate economic activity associated with the event itself, including spending and employment at the stadium and by businesses directly supplying goods and services to the event.

- **Flow-on effects:** The wider ripple effects through the supply chain. This includes:
    - **Indirect effects:** activity generated when suppliers to the event purchase goods and services from their own suppliers.
    - **Induced effects:** additional household spending that occurs when employees (at any stage in the chain) spend their earnings in the regional economy.

- **Displaced impacts:** The economic activity displaced by the event, such as regional spending that is reallocated or time shifted. This ensures the analysis does not attribute to the event spending that would have occurred in Auckland regardless of if the event took place.

These components are combined to estimate the net economic impact for each event category, forming the basis for the results presented in this report.

2.1 Use of input-output derived multipliers

This study extends the model used in Colegrave (2019) which estimates the net economic impact of large-scale music concerts at Eden Park using multipliers derived from national input-output (IO) tables for Aotearoa. Our approach adds greater detail and insight by expanding the scope to multiple event types and incorporating a more granular categorisation of expenditure patterns and operational costs, enabling more precise application of the multipliers.

IO-derived multipliers are widely used in event and tourism economic impact studies (see Li and Jago, 2013; Maennig, 2019). However, they must be employed correctly to ensure that the outputs are credible. Misapplication, such as applying an incorrect multiplier, overlooking leakages (where revenue flows out of the study region), or ignoring displaced spending that would have occurred in the absence of the event, can lead to overstated or misleading results (Crompton, 1995; Gretton, 2013; Li and Jago, 2013). Our methodology explicitly addresses each of these factors, as detailed in the following subsections.

An IO table is a detailed matrix showing the flows of goods and services between industries in a given year. For each industry, it records the value of inputs purchased from all other industries (including itself) and the distribution of its output across intermediate and final demand categories (including households, government, and exports). From these tables, industry-specific multipliers are calculated to measure the total effect of an additional dollar spent in that industry.

2.1.1 IO multiplier example

Table 2: Subset of IO-derived multipliers used in the analysis

Industry	GDP multipliers per dollar of output			Impact of $1,000 additional spending		
	Direct	Indirect	Induced	Direct	Flow-on	Total
Accommodation	0.51	0.34	0.25	$510	$590	$1,100
Food and beverage services	0.45	0.38	0.31	$450	$690	$1,140

Notes: Direct effects represent the immediate economic activity associated with spending in an industry. Indirect effects capture activity generated within the supply chain to that industry caused by the additional spending. Induced effect represents additional household income (wages) generated by the direct and indirect activities. 'Flow-on' effects are calculated as the sum of the 'Indirect' and 'Induced' effects. The last three columns of the table show the multipliers applied to an example of $1,000 additional spending in the region in each industry.

Specific multipliers are created from IO tables to estimate the direct, indirect, and induced impacts of $1 of additional spending in a given industry on: GDP, employment (in terms of additional full-time

equivalent, FTE, employment) and household income. An example of the multipliers used in this analysis is presented in Table 2 for two industry groups: accommodation (such as hotels) and food and beverage services (including bars and restaurants).[6] The multipliers are shown in the first three columns. The last three columns illustrate the application of these multipliers to $1,000 of additional spending in each region's industry.

Table 2 shows that $1,000 of additional spending on accommodation is estimated to have a direct impact of $510 on regional GDP through the economic activity of the accommodation provider. Note that this is less than the $1,000 spend because GDP is the sum of all 'value added' generated from the production of goods and services. Some of the revenue will be used to purchase intermediate inputs. These costs must be subtracted from revenue to derive value added. There is estimated to be an additional $590 of indirect and induced flow-on effects, through the activity of suppliers to the accommodation provider, and from spending by employees in all firms of the supply chain. This results in a net impact on regional GDP of $1,100. In contrast, $1,000 of additional spending on food and beverages is estimated to have a lower direct impact on GDP of $450, but a higher flow-on effect of $690, resulting in a larger total impact of $1,140.

2.1.2 Estimating regional net effects

To estimate gross GDP impacts, we apply the IO-derived multipliers at the industry level to each category of event-related spending. This industry-specific allocation ensures that each dollar of expenditure is matched to the multiplier most appropriate to the sector in which it occurs, improving the accuracy of the results.

To estimate regional net GDP impacts, we subtract the estimated GDP associated with displaced spending by Auckland residents from gross GDP. This displaced component is calculated by applying a regional spending-average multiplier to the total amount of spending displaced for each event. The regional average multiplier is calculated as a spending-weighted mean of the IO multipliers corresponding to broad household expense categories, based on average household expenditure patterns in the Auckland region as reported in the Household Economic Survey.[7]

This approach estimates the displacement effect of the event by modelling the likely GDP contribution that spending by Auckland residents would have generated had it occurred within the region following the average local spending profile. Similar IO-based multipliers are also used to produce estimates of

[6] This report uses the Insight Economics multiplier tables used in Colegrave (2019). These are derived from StatsNZ micro data on industry inputs and outputs. The IO tables are available from: https://www.insighteconomics.co.nz/service/input-output-tables/, accessed 16/01/2025

[7] Some households set an 'entertainment' budget, suggesting that events may displace expenditure in specific categories, rather than across general household spending. However, 'entertainment' is defined differently by households and often spans several industries. For example: retail, food and drink, travel and accommodation, and recreational or hobby activities and equipment. Only a few of these categories sit within the 'recreation and culture' group as defined by the Household Economic Survey, with the rest mixed in with other types of household spending. In addition, money is fungible. Evidence on mental accounting shows that category budgets are not always binding. Consistent with consumption-smoothing behaviour, households may draw on savings rather than reduce routine entertainment spending for occasional higher-cost events (Thaler, 1999). Using a spending-weighted average across all household outlays provides a neutral proxy for the purchases that would otherwise occur. Sensitivity analysis undertaken with an entertainment-only multiplier yields materially similar results.

the gross and net impacts on regional GDP, employment (in full-time equivalent, or FTE) and household incomes.

2.2 Event categories

An initial investigation into several years of past events at Eden Park revealed that the impact of an event varies by event type and size. We therefore differentiate between five broad categories of events:

- **Large concerts:** over 40,000 attendees
- **Medium-Large concerts:** between 20,000 and 40,000 attendees
- **Large sporting matches:** over 30,000 attendees
- **Medium sporting matches:** between 10,000 and 30,000 attendees
- **Small sporting matches:** fewer than 10,000 attendees

This classification reflects observed differences in event costs and spending across categories and supports the estimation of impacts for a representative year at Eden Park, which may include a mix of event types and sizes. In our analysis, multi-night concerts are treated as a separate event for each night.

2.3 Study period and events analysed

The study period for analysing the economic impact encompasses sports and concert events at Eden Park held on the number one ground between November 1, 2023, and October 31, 2024. This period corresponds to the 2024 financial year for the Eden Park Trust, the Charitable Trust that owns and operates the stadium. Events studied include three large concerts, two All Blacks rugby matches, ten Super Rugby matches, four National Provincial Championship matches and three Blackcaps cricket matches. Due to data availability, we do not analyse the Women's Super Rugby Final, the Gallaher Shield Final, or the A-League soccer match. However, we estimate the impact of these events based on comparable events within our analysis set when calculating the total impact of the 2023-24 season in section 4.1.

Since there were only three large concerts in the 2024 financial year, and no medium-large concerts, we include additional data from five concerts held between November 2024 and February 2025 to ensure a representative sample of concert events. These additional dates are used to improve the estimates of the average impact for each concert category. They are excluded, however, from the calculation of the total impact of events for the 2023-24 season.

Table 3 shows the event categories, the corresponding attendance thresholds, and the number of events of that type analysed in this report. It also covers the average attendance at these analysed events. Table 4 breaks down the number of sporting matches included in the analysis and their average attendance by code.

Table 3: Number of events analysed and average attendance by event category

Event category	Attendance threshold	No. analysed	Av. attendance
Large concert	≥ 40k	6	48,480
Medium-large concert	20k ≤ x < 40k	2	30,109
Large sporting match	≥ 30k	3	43,376
Medium sporting match	10k ≤ x < 30k	11	17,152
Small sporting match	< 10k	5	4,144

Notes: The events analysed cover sporting and concert events held on the number one ground for Eden Park's 2024 financial year (1/11/2023 to 31/10/2024), with additional concert data from 1/11/2024 to 28/02/2025. One medium and two small sporting events from the 2024 financial year are not analysed directly and are excluded from the 'No. analysed' column.

Table 4: Number of events analysed and average attendance by category, broken down by sporting code

Sport	Large Match		Medium Match		Small Match	
	#	Av attendance	#	Av attendance	#	Av attendance
International Rugby (All Blacks)	2	44,077				
Super Rugby	1	41,975	8	15,606	1	6,835
NPC (Provincial Rugby)					4	3,472
International Cricket (Blackcaps)			3	21,276		

Notes: The sporting events analysed cover events held on the number one ground for Eden Park's 2024 financial year (1/11/2023 to 31/10/2024). One medium and two small sporting events from the 2024 financial year are not analysed directly and are excluded from the '#' columns. '#' refers to the number of events of that size for that and sporting code. 'Av attendance' refers to the average attendance of those events of that size in the analysis.

2.4 Data sources

The heterogeneity of event types and the requirement for a comprehensive accounting of all event-related spending and revenue necessitated the utilisation of a diverse array of data sources. Ticket revenue, pricing, and the origin of attendees were generally obtained from Ticketek insights reports, with Tātaki Auckland Unlimited (TAU) data used for All Blacks matches. TAU data is also used to estimate the average number of visitor nights per visitor for different events, as well as the average non-accommodation spending by visitors before and after the event. Estimates of visitor accommodation spending are based on adapting figures in the CBRE Hotel Impact Study (CBRE, 2024). Eden Park provided detailed event data for: event operation and production expenses, attendance figures, spending on merchandise and retail at the event, and revenue and expenses related to Eden Park members. Average spending data by broad category for the Auckland region was sourced from Stats NZ.

Attendance and retail spending data were available for all events included in the analysis. Other data sources were less comprehensive; where specific information was unavailable, it was substituted using data from a case study of a similar event type. Association football (soccer) matches are not analysed directly due to a lack of data availability.

All expense and spending data underwent detailed cleaning and classification. Each line item for each event was allocated to the most relevant industry category to ensure the correct application of industry-specific IO multipliers.

2.5 Revenue due to the event

The revenue streams considered in this analysis originate from two sources: event attendees and Eden Park members. Revenue from sponsorships, broadcast rights, or non-event-related activities of Eden Park is excluded from the scope of this study.

Attendee spending, from both Auckland residents and visitors from outside the region, includes:

- Tickets
- Retail and merchandise purchases at the event.
- Within-region travel to and from the event
- Pre- and post-event spending (e.g., at bars and restaurants)
- Accommodation at a location other than the attendee's usual residence

Eden Park members pay an annual subscription that grants them the right to attend selected sporting events, often in conjunction with hospitality packages. This membership revenue is generated by the existence of sporting events at Eden Park. It is apportioned to individual events within the study period according to the relative attendance of members at each event; any additional spending by members while at the event is captured in the retail and merchandise category.

These revenue streams form part of the gross and net spending estimates for each event category, which are translated into economic impacts using the industry-specific IO multipliers described earlier.

2.6 Regional revenue flows and displaced spending

The geographic impact area for this analysis is the Auckland region. Clearly defining the study area is essential because only spending retained within the region should be counted toward the impact of the event on regional GDP, employment, and household income. Revenue that flows outside Auckland or spending by Auckland residents that would have occurred locally in the absence of the event, does not represent a net gain to the region. It must be identified and subtracted from the gross spending to create the net impact figures.

With the exception of ticket sales, all revenue streams outlined in the previous section are treated as generating spending within Auckland and therefore have the potential to contribute to regional GDP. These include local retail and merchandise sales, in-region travel, pre- and post-event spending, and accommodation. Venue costs are treated as Auckland-based expenditure. When estimating any ticket revenue that leaves Auckland, venue costs are first deducted from gross ticket revenue.

Venue costs are the costs incurred by Eden Park to host the event and recharged to the hirer (for example, venue operations, staffing, security, utilities, field reconfiguration, and venue-managed promotion). However, venue costs represent a subset of the hirer's total event costs. There can be additional promoter-led production spend outside the venue budget (for example, production crew, specialist equipment, touring logistics, and external promotion). These expenses are typically funded from ticket revenue, but are not observable in our dataset. We make the conservative assumption that these expenses are paid to non-local suppliers and so do not constitute Auckland-based spending. This is likely an underestimation, especially for concerts; however, it also accommodates cases where an organiser relies on non-local production resources.

The remaining share of ticket revenue, after deducting venue costs, is assumed to leave the region with the artist, promoter, sporting body, or participating teams. We also assume that promoters and artists do not make additional local expenditure beyond venue costs. Where a sports team is based in Auckland, or there is credible evidence that the sporting body reinvests part of its revenue locally, a conservative proportion of this ticket revenue is allocated back to the Auckland economy. This approach ensures that only spending genuinely retained in the region is included in the impact estimates. For more detail, see section 2.7.2.

Within-Auckland spending by visitors to the region is treated as a direct addition to the regional economy. In contrast, spending by Auckland residents is considered displaced expenditure that would have occurred locally in the absence of the event. As this spending is already part of the regional economy, it must be excluded from the net GDP impact. In fact, where ticket revenue from Auckland residents leaves the region, this displaced spending represents a direct cost to the Auckland economy in the form of lost local expenditure.

2.7 Assumptions and approximations

Several assumptions and approximations are embedded in the estimation. These have been chosen to be conservative, tending to bias the estimated economic impact downwards. For simplicity, we use the same assumptions regarding spending patterns for residents in Auckland and for visitors across all event types. Note that transport spending by visitors to get to the Auckland region is excluded from the analysis.

2.7.1 Transportation, accommodation and pre- and post- event spending

We have detailed data on ticket sales, retail and merchandise purchases at the event, as well as event and venue costs. The most significant remaining assumptions relate to spending on within-region travel, pre- and post-event activities, and accommodation. The figures used are summarised Table 5.

Following Colegrave (2019) we make the following conservative assumptions regarding spending:

Transport spending: Auckland residents spend an average of $5, and visitors $20, on transport within the region. These low average figures reflect Eden Park's walkable location and the high use of free public transport by attendees.[8]

Accommodation and pre- and post-event spending by Auckland residents: Auckland residents are assumed to incur no expenses on accommodation or pre- and post-event activities. This is likely a conservative underestimate.

Pre- and post-event spending by visitors: Visitors are assumed to spend $80 in total on activities before and after the event. Colegrave (2019) attribute this figure to Tātaki Auckland Unlimited estimates. It also aligns with the average daily spend on food and drink for visitors to Auckland reported by the Budget Your Trip platform.[9]

Accommodation spending by visitors: Departing from Colegrave (2019), who apply $120 total accommodation spend per visitor, we adopt $118 *per visitor-night* based on the best available information. For the 2023/24 events year, the best event-specific evidence is CBRE (2024) which includes an analysis of the P!NK concerts. Rearranging the figures in their Table 1 indicates that the average daily rate (ADR) for Auckland hotels increased from $250 to $368 during the two nights of the concert. Where the event generated an additional room-night, the accommodation spend is the full $368. However, if the price spike displaced another traveller, only the premium of $118 is additional. (To be conservative, we ignore the fact that there will be some non-displaced, non-event visitors who also pay the price premium).

CBRE (2024) report an occupancy increase that is smaller than the visitor-night counts reported by TAU. This suggests that many concert visitors displaced other travellers, stayed in non-hotel accommodation that is likely lower-cost, or stayed for free with friends or relatives. In the absence of more granular data, we apply $118 per-visitor night as a blended average for the event that captures

[8] Estimates from Auckland Transport and Eden Park suggest that 40-50 percent of attendees travel to events by public transport. Comparable data are not available for walking, but large volumes of foot traffic are observed after major events. The cost of providing free public transport is included in the venue costs, which are recovered from ticket revenue and passed on to the artist, promoter, or sporting body.

[9] See https://www.budgetyourtrip.com/new-zealand/auckland, accessed 09/08/2025

the range of accommodation types and price points used by event visitors. This choice is also applicable to events that do not produce a material price spike. In these cases, the marginal impact from hotel users would be closer to the prevailing ADR (generally around $250), with the blended average pulled down by cheaper and free options. We therefore treat $118 as a central, conservative value for additional accommodation spend per visitor-night for all events.

Table 5: Assumed spending on accommodation, pre- and post-event, and within-region travel for Auckland residents and Visitors

Expense	Auckland Residents	Visitors
Accommodation (per visitor night)	$0	$118
Pre- & post-event spending (total for the event period)	$0	$80
Within region travel (total for the event period)	$5	$20

Notes: Accommodation, pre- and post-event, and within-region travel spending are applied uniformly across event types. Visitor transport to Auckland is excluded

2.7.2 Share of net ticket revenue that returns to the Auckland region

The events in the study period include both regional and national sporting fixtures, many involving teams based in Auckland. To estimate the share of ticket revenue retained locally, we make event-specific assumptions on two factors: the distribution of net ticket revenue among recipients, and the proportion of each recipient's share spent within Auckland. These assumptions, which differ by event type, are summarised in Table 6.

Share of net ticket revenue received: We assume that net ticket revenue for concerts is split 85% to the performer and 15% to the promoter.[10] For All Blacks matches, an estimate of the appearance fee paid to the opposing team is available and subtracted from gross ticket revenue when net revenue is calculated; hence we assume New Zealand Rugby (NZR) receive 100% of net ticket revenue. For all other sporting codes, appearance fees are not available, so they are not subtracted in calculating net revenue. For these sports, we make the conservative assumption that the net ticket revenue is split 50:50 between the participating teams, which likely overestimates the appearance fee paid to the visiting team. Payments to teams based outside of Auckland are assumed to leave the region and make no contribution to regional GDP.

Proportion of recipients share that remains in Auckland: We conservatively assume that concert performers and promoters have no additional Auckland-based spending beyond the event-related

[10] This mirrors the approach in Colegrave (2019)

costs already deducted when calculating net ticket revenue. For NZR, we assume that only 10% of revenue is spent within Auckland, based on the share of NZR's total spending that takes the form of grants to Auckland-based rugby teams and a conservative estimate of All Blacks player salaries attributable to Auckland-based players. For the Blues, the Super Rugby franchise based in Auckland, we assume that approximately 80% of their spending occurs in the region and we apply the same proportion to the Auckland Rugby Union (the Auckland-based National Provincial Championship team). For New Zealand Cricket, we assume the same 10% local-spending share as NZR, on the assumption that they have a similar national spending profile.

A summary of this approach is shown in Table 6. The final column shows the result of multiplying the share of net ticket revenue received by the proportion of that share retained in Auckland. Any remaining share is assumed to leave the region.

Table 6: Assumptions regarding the proportion of net ticket revenue that remains in the Auckland region by recipient of the revenue.

Recipient of ticket revenue	Share of net ticket revenue received	Proportion of recipient's share that remains in Auckland	Proportion of net ticket revenue that remains in Auckland
Concert promoter	15%	0%	0%
Concert performer	85%	0%	0%
New Zealand Rugby (All Blacks matches)	100%	10%	10%
The Blues (Super Rugby matches)	50%	80%	40%
Auckland Rugby (National Provincial Championship)	50%	80%	40%
New Zealand Cricket (Blackcaps matches)	50%	10%	5%

Notes: Net ticket revenue represents total ticket revenue less venue costs. The final column shows the result of multiplying the share of net ticket revenue received by the proportion of that share retained in Auckland.

3 Economic impact of events at Eden Park

This section presents the estimated average net economic impacts for events at Eden Park during the study period. Results are reported by event type, covering large and medium-large concerts, and large, medium and small sporting matches. Impacts are shown first by event category and then disaggregated by sporting code.

Across all measures, concerts generate the largest effects. This reflects their high average attendance, substantial visitor inflows, and the significant amount of spending associated with each event. Large concerts are estimated to add approximately $8.3 million in additional regional GDP per event night, while medium-large concerts contribute around $6.4 million.

Large sporting matches, despite attracting audiences similar in size to concerts, produce smaller impacts, averaging $2.8 million per event. Medium and small sporting matches have lower attendance and a higher proportion of local spectators, which results in substantially lower regional impacts of $0.33 million and $0.12 million per match, respectively.

Employment and household income impacts follow the same broad pattern as GDP. Concerts support the largest effects, reflecting their scale and the significant workforce required for staging, operations, and hospitality. Sporting matches generate smaller impacts in absolute terms, although they remain relatively strong when measured per attendee, owing to the labour-intensive nature of live events.

Although the individual impacts of smaller sporting events are modest, their cumulative effect over a season can be significant. For example, a typical year comprising two large matches, twelve medium matches, and ten small matches produces a combined GDP, employment, and household income effect that is comparable to the total from several concerts.

3.1 Spending

Spending impacts are reported under four headings:

- **Gross revenue**: the total revenue from all sources attributed to the event. This includes estimated ticket revenue (total attendees multiplied by average ticket price), all spending at the event (retail and merchandise), estimates of pre- and post-event spending, estimates of accommodation and within-region travel spending, and revenue attributable to event by members of Eden Park.
- **Total spending in Auckland**: the portion of gross revenue spent within the Auckland region. This is gross revenue less the amount of net ticket revenue that leaves the region. Net ticket revenue is the gross estimated ticket revenue less event staging costs. The proportion of net ticket revenue that remains in the region is outlined in Table 6.
- **Displaced regional spending by attendees who reside in Auckland**: this is the sum of:
    i. The amount of the total expenditure in Auckland that is attributable to Auckland residents
    ii. Any spending by Auckland residents attributed to the event that leaves the region

- **Net spending:** the additional expenditure retained in Auckland because of an event, after accounting for displaced regional spending by Auckland residents.

3.1.1 Net spending by event category

Table 7 reports gross revenue, Auckland-based expenditure, displaced regional spending by attendees residing in Auckland, and the resulting net spending for each event category. Large concerts generate the highest gross revenues and the largest absolute net spending on average per event. However, a significant share of ticket revenue leaves the region. Medium-large concerts also contribute strongly to net spending relative to their size.

Sporting matches yield lower net spending on average per event than concerts. Gross spending is significant for large matches, however, high levels of displaced local expenditure, due to a large proportion of ticket revenue leaving the region, substantially reduces the net benefit. For smaller fixtures, the modest revenues and predominance of local attendees also limit regional gains.

These patterns highlight the need to distinguish between headline revenue and net regional benefit, as only net spending within the region directly contributes to Auckland's economic output.

Table 7: Average spending per event, by event type

Event category	Gross Revenue	Total Spending in Auckland	Displaced regional spending	Net spending
Large concert	$20,333,000	$11,800,000	$5,514,000	$6,285,000
Med-large concert	$12,569,000	$8,341,000	$3,376,000	$4,964,000
Large match	$10,636,000	$7,489,000	$6,171,000	$1,318,000
Med match	$1,428,000	$1,075,000	$977,000	$98,000
Small match	$373,000	$339,000	$289,000	$50,000

Notes: Gross revenue is the estimated total revenue from all sources attributed to the event. Total spending in Auckland is the portion of gross revenue spent within the Auckland region. Displaced regional spending is the sum of revenue that leaves Auckland and displaced local spending that would have occurred regardless. Net spending is the additional regional expenditure attributable to the event, after accounting for displaced regional spending. Figures are averages per event (match or concert-night).

3.1.2 Net spending by sporting code

Table 8 breaks down results by sporting code. International rugby fixtures account for the highest revenue among sporting events but also incur substantial outflows, leaving a relatively modest net impact compared to concerts. This is driven by the fact that the event commands high ticket prices and is attended by large numbers of Auckland residents. We make a conservative assumption that only 10% of net ticket revenue from international rugby events will be spent in the Auckland region by New Zealand Rugby. This figure is based on an estimated national spending profile derived from the

organisation's annual reports. The implication is a high level of displaced local spending, as a large share of Auckland residents' expenditure leaves the region.

Although spending at Super Rugby and NPC events is generally an order of magnitude smaller than for international rugby events, it delivers more consistent local contributions relative to their scale. This is due to higher proportions of net ticket revenue being retained and spent in Auckland by the Blues and Auckland Rugby, both of which are regionally based. The single large Super Rugby match in the dataset is the Super Rugby Final. Its attendance was comparable to that of an international rugby fixture, but lower ticket prices meant it produced considerably lower gross revenue. Despite this, the Final generated higher net regional spending than the average for international fixtures, because a greater share of the revenue was retained locally. While the Final may not represent all Super Rugby matches, it illustrates the potential regional impact if other fixtures were to draw similarly large crowds.

NPC matches are the smallest-scale matches analysed in this report. They average gross revenue in the hundreds of thousands and generate positive net spending in the tens of thousands per fixture. In contrast, cricket matches generate around two million in gross revenue, but exhibit net spending that is close to zero or slightly negative on average. This represents a high proportion of revenue leakage outside the region. Like international Rugby, the high outflow from cricket is reflective of low assumptions around how much ticket revenue is spent by New Zealand Cricket in the Auckland region. The results underscore the variability of outcomes across codes.

Table 8: Average total revenue and Auckland-based spending per event by sporting code and event size

Event category	No. in Study	Gross Revenue	Total Spending in Auckland	Displaced regional spending	Net spending
International rugby					
Large Match	2	$13,246,000	$9,042,000	$7,989,000	$1,053,000
Super rugby					
Large match	1	$5,415,000	$4,384,000	$2,536,000	$1,847,000
Med match	8	$1,198,000	$956,000	$811,000	$145,000
Small match	1	$537,000	$429,000	$367,000	$62,000
NPC					
Small match	4	$333,000	$316,000	$269,000	$47,000
International cricket					
Med match	3	$2,040,000	$1,392,000	$1,420,000	-$28,000

Notes: Gross revenue is the estimated total revenue from all sources attributed to the event. Total spending in Auckland is the portion of gross revenue spent within the Auckland region. Displaced regional spending is the sum of revenue that leaves Auckland and displaced local spending that would have occurred regardless. Net spending is the additional regional expenditure attributable to the event, after accounting for displaced regional

spending. Figures are averages per event (match or concert-night); however, we include the number of events analysed to create this average for context in the second column.

3.2 Impact on regional GDP

The GDP estimates are calculated by applying industry-specific input-output (IO) multipliers to each category of event-related spending, classified according to the relevant industry. These impacts are then summed across all categories to determine the gross GDP effect of the event.

Net GDP impact is derived by subtracting the estimated GDP associated with displaced spending by Auckland residents from the gross GDP. This displaced component is calculated by applying a regional spending-average multiplier to the total amount of spending displaced for each event. The regional average multiplier is a spending-weighted mean of the multipliers corresponding to broad household expense categories, based on average household expenditure patterns in the Auckland region as reported in the Household Economic Survey.

Separate multipliers are used to estimate the net GDP from direct effects (the immediate economic activity associated with the event itself) and flow-on effects, which include both additional activity generated within the supply chain to the event and additional household spending induced by all these activities.

3.2.1 Net GDP impact by event category

Table 9: Average net regional GDP impacts per event, by event category

Event category	Net Direct GDP	Net Flow-on GDP	Total Net GDP
Large concert	$3,123,000	$5,161,000	$8,283,000
Med-large concert	$2,461,000	$3,919,000	$6,380,000
Large match	$478,000	$2,334,000	$2,813,000
Med match	$31,000	$304,000	$335,000
Small match	$15,000	$110,000	$125,000

Notes: Net Direct GDP capture the additional impact on the region generated by the event itself. Flow-on impacts cover both indirect effects (supply chain activity) and induced effects (additional household spending from wages). Total net GDP is the sum of direct and flow-on impacts. Figures are averages per event (match or concert-night).

Table 9 displays the net GDP impacts by event type. Large concerts generate the most substantial impacts, contributing an average of $8.3 million in additional GDP per event when both direct and flow-on effects are included. Medium-large concerts add about $6.4 million, while large sporting matches average $2.8 million. Medium matches yield $0.33 million, and small matches, though modest, still contribute positively at around $0.13 million. This outcome is not automatic for the

smaller events that are attended by mostly Auckland residents, where displacement of local spending can sometimes outweigh gains. Also note that there can be 10-12 medium matches and 4-6 small matches per season, so the cumulative impact of these events is substantial.

Flow-on effects account for a larger share of the total impact for sporting matches than for concerts. This reflects the larger proportion of Auckland attendance and differences in the multiplier effect between actual and displaced spending. The multipliers for direct GDP are similar across both spending profiles, but spending in industries associated with staging sporting events typically exhibit higher flow-on multipliers than spending in the industries represented by the average regional household spending profile. Consequently, supply chain and induced effects amplify the estimated GDP impact of sports-related spending when compared with the alternative of households spending in line with regional averages. For concerts, the effect is less pronounced. A smaller share of attendees are Auckland residents, so most concert-related spending is additional to the region rather than displacing other local expenditure.

3.2.2 Comparison to Colegrave (2019)

The GDP findings update the estimates of Colegrave (2019), who, prior to consent being granted for concerts at Eden Park, assessed the likely impact of a large concert at the venue. Colegrave (2019) estimates net direct GDP impacts of $1.5 million, and flow-on effects of $2.6 million, for a net total impact of $4.1 million per concert. Our post-event analysis reveals that a large concert has approximately double the impact reported by Colegrave (2019). There are several reasons for this difference, with the most significant being assumptions regarding the origin of attendees. Colegrave (2019) assumed that 55% of attendees would be Auckland residents. However, our event data indicates that this figure is consistently around 40%, which makes a greater proportion of event-related spending additional to the region rather than displaced. A second material factor is the average spend on accommodation. Colegrave (2019) applies $120 total per visitor, while we use $118 per visitor night, which equates to approximately $160 total per visitor on average after accounting for the number of visitor-nights associated with each event. After allowing for these differences, the two approaches yield similar results.

3.2.3 Net GDP impact by sporting code

Table 10: Average net regional GDP impacts per event by sporting code and event size

Event category	Number in study	Net Direct GDP	Net Flow-on GDP	Total Net GDP
International rugby				
Large Match	2	$312,000	$2,580,000	$2,893,000
Super rugby				
Large Match	1	$810,000	$1,843,000	$2,652,000
Med Match	8	$50,000	$299,000	$349,000
Small Match	1	$22,000	$132,000	$154,000
NPC / Bunnings				
Small Match	4	$13,000	$104,000	$117,000
Cricket				
Med Match	3	-$19,000	$317,000	$298,000

Notes: Net Direct GDP capture the additional impact on the region generated by the event itself. Flow-on impacts cover both indirect effects (supply chain activity) and induced effects (additional household spending from wages). Total net GDP is the sum of direct and flow-on impacts. Figures are averages per event; however, we include the number of events analysed to create this average for context in the second column.

Table 10 presents the net GDP impacts disaggregated by sporting code. International rugby matches, despite their scale, generate a relatively modest net direct GDP impact, averaging $0.31 million per event. This outcome is largely explained by the high outflow of net ticket revenue from the region, which is assumed to generate no local impact. With around 75% of attendees drawn from Auckland, much of the ticket revenue represents a displacement of existing Auckland-based activity. This activity is measured as the GDP that would have been generated had the expenditure instead followed the regional average spending profile. However, as discussed in section 3.2.1, the supply chain and induced effects associated with the sports event-related spending that does occur within the region carries higher multipliers than the displaced consumer spending. These flow-on channels, combined with additional effects from visitor spending, offset the revenue leakage and displaced spending, producing an overall net contribution of $2.9 million per international rugby fixture.

Cricket shows a pattern comparable to international rugby matches. Each event produces a slightly negative direct GDP effect, but a positive set of flow-on effects, leading to an overall net impact of nearly $0.3 million per match. As with international rugby, the negative direct effect arises because much of the displaced spending by Auckland residents flows to a national sporting body with significant expenditure activities outside the region. Nevertheless, the positive flow-on effects indicate that the portion of spending that remains in Auckland circulates through suppliers and household incomes, generating a modest net benefit.

In contrast to international fixtures, Super Rugby and NPC matches retain a larger share of net ticket revenue within Auckland. Revenue accrues to the Blues and Auckland Rugby respectively, both of

which are locally based organisations assumed to undertake most of their expenditure within the region. This results in relatively stronger net direct GDP contributions for these codes across all event sizes. Flow-on effects remain the dominant component of total impacts due to the high proportion of local attendance and multiplier differentials with this displaced spending. The large Super Rugby match in the dataset was the final, which drew attendance levels and proportions of non-Auckland visitors similar to those of international rugby fixtures. However, the assumed average visitor length of stay is shorter for Super Rugby when compared to international rugby, resulting in lower estimated spending per visitor.[11] This explains why the estimated overall impact of the Super Rugby final is lower than that of an equivalently attended All Blacks match.

3.3 Net impact on regional employment

Employment multipliers represent the number of full-time equivalent jobs created or supported by an additional unit of spending. They are applied in the same way as the GDP multipliers described earlier, distinguishing between direct effects (employment generated directly by the event and its immediate suppliers) and flow-on effects (employment supported further along the supply chain and through induced household spending).

Table 11: Average impact on regional employment per event, by event type

Event category	Net Direct Employment	Net Flow-on Employment	Total Net Employment
Large Concert	75.9	37.9	113.9
Med-Large Concert	58.9	28.7	87.6
Large Match	30.2	18.8	49.0
Med Match	4.4	2.5	6.9
Small Match	1.3	0.9	2.2

Notes: Direct employment captures full-time equivalent (FTE) jobs created by the event itself and its immediate suppliers. Flow-on employment reflects additional FTE jobs supported through supply-chain purchases and induced household spending. Total net employment is the sum of direct and flow-on effects. Figures are per event (match or concert-night).

Table 11 shows that direct employment is the primary driver of total employment impacts across all event types. Large concerts support an estimated 114 FTE on average per event, while medium-large concerts support around 88. Sporting matches generate smaller absolute impacts, with large matches supporting about 49 jobs, medium matches 7, and small matches 2 FTE per event. Note that

[11] TAU data estimate average visitor nights of 1.6 per visitor for the All Blacks' matches in our study period. Data is not available for the Super Rugby matches, so we conservatively assume an average of 1 visitor night per visitor. This may be an overestimation for the final itself, given it was against the Chief's who are based only 1.25 hours drive from Auckland. However, it could be an underestimation for the other Super Rugby matches against franchises from further afield.

there can be 10-12 medium matches and 4-6 small matches per season, so the cumulative effect is non-trivial.

In contrast to the GDP results discussed in section 3.2, net direct employment is relatively high for sporting events. This reflects the fact that both the direct and flow-on employment multipliers for event-related spending are greater than those associated with the average regional household spending profile. This outcome is intuitive given the relatively labour-intensive nature of staging live events, where a substantial workforce is required for operations, security, hospitality, and event management.

3.4 Net impact on regional household incomes

Table 12: Average impact on regional household incomes per event, by event type

Row Labels	Net Direct Household Income	Net Flow-on Household Income	Total Net Household Income
Large Concert	$2,111,000	$2,176,000	$4,286,000
Med-Large Concert	$1,651,000	$1,647,000	$3,298,000
Large Match	$769,000	$1,044,000	$1,813,000
Med Match	$114,000	$136,000	$250,000
Small Match	$42,000	$51,000	$93,000

Notes: Direct household income represents wages and salaries earned through jobs created by the event and its immediate suppliers. Flow-on household income reflects additional earnings generated through supply-chain activity and induced household spending. Total net household income is the sum of direct and flow-on effects. Figures are per event (match or concert-night)

Household income multipliers estimate the additional wages and salaries generated by event-related spending. As with GDP and employment, the results distinguish between direct effects (earnings from jobs created directly by the event and its immediate suppliers) and flow-on effects through the wider supply chain and induced household spending.

Table 12 shows that concerts generate the largest income effects, with large concerts supporting around $4.3 million in household earnings per event and medium-large concerts about $3.3 million. Large sporting matches average $1.8 million, while medium and small matches contribute $0.25 million and $0.09 million, respectively. Direct effects are again the main driver, but flow-on contributions are also significant. These results are consistent with the employment findings, reflecting the relatively high labour intensity of live events and the wider spending the income from this employment stimulates.

3.5 Contribution to the local community not captured in the IO results

For attendees, an event at Eden Park is often experienced as an occasion extending beyond the match or concert. Gathering for a meal or drinks pre- and post-event is often an integral part of the outing.

Much of this activity is concentrated in nearby town centres, with events generating recurring high-foot-traffic occasions throughout the year. These predictable surges in demand sustain a wider mix of hospitality, retail, and service businesses than the immediate resident base could likely sustain alone. This environment allows businesses that depend on discretionary spending (such as restaurants, bars, and entertainment venues) to operate successfully where they might otherwise be unviable.

A recurring event calendar can therefore help local centres evolve into vibrant neighbourhood hubs. Subsidised by the event-generated foot traffic, the density of amenities in local centres increases. This makes the centre a more attractive place to visit, both during peak and non-peak periods. Greater certainty of demand encourages investment and enhances business survival, leading to a more dynamic and resilient local economy. This is consistent with evidence that consumer amenities attract people and sustain urban activity over time, reinforcing the vitality of local centres (Glaeser and Gottlieb, 2006; Clark et al., 2016).

The increased density of amenities can also drive agglomeration benefits. This is a phenomenon where the concentration of activity produces outcomes that exceed what occurs when the same activity is more dispersed. When firms and workers cluster geographically, they benefit from input sharing, labour market pooling, and knowledge spillovers. Customers, in turn, benefit from greater choice, better quality through competition, and the convenience of multiple complementary offerings in close proximity. Put simply, density can raise productivity and consumer welfare; it is a core reason why town centres and cities exist. Such mechanisms are well documented in the urban economics literature and are associated with higher productivity, greater diversity of amenities, and stronger resilience in denser centres (Duranton and Puga, 2004; Combes and Gobillon, 2015).

While events likely drive density benefits for nearby town centres, Eden Park's contribution to city-scale agglomeration depends on whether events concentrate or disperse leisure activity. High footfall in smaller town centres can be a net loss for the city if attendees are displaced from larger locations, such as the city centre, weakening agglomeration there. Conversely, if events draw people from more dispersed locations (including from outside the region), they can add to regional productivity by reinforcing concentration. A full city-level assessment of these substitution patterns would be a useful complement to the present analysis and is suggested for future research.

At the neighbourhood scale, future investigation is suggested to understand the impact of events on the centres nearby to Eden Park, which include Kingsland, Mount Eden, Morningside and the Dominion Road precinct. The spending estimates used in the analysis apply conservative assumptions about pre- and post-event activity when calculating regional GDP, employment, and household incomes. However, we do not identify where within Auckland this activity occurs, and the analysis does not capture longer-term effects such as placemaking or firm entry that can arise when repeated footfall sustains a diverse ecosystem of local businesses. A neighbourhood-level analysis using business microdata is also suggested for future research.

In lieu of a quantitative analysis of nearby centres, submissions from local residents and businesses during recent public consultation on a consent for more concerts at Eden Park provide indicative evidence of the localised impacts of events on affected businesses and residents. Consultation by Dialogue found that 91% of local residents supported increasing the number of concerts from the previous limit of six to twelve.[12] This high level of support may reflect both the perceived benefits to local vibrancy and trade, and confidence that potential negative externalities such as noise, congestion, and late-night disturbances are being managed appropriately.

[12] See Phillips (2024) for the full report.

4 Contribution of a year of events at Eden Park

This section applies the analysis to estimate the total economic impact of events at Eden Park over the course of a year. Results are presented for the 2023-2024 financial year, alongside a hypothetical scenario that represents a typical operating schedule with the maximum permitted number of concerts. The analysis does not extend to cases where the stadium plays a significant role in hosting major international sporting tournaments, such as its involvement in the recent Women's Rugby World Cup and FIFA Women's World Cup. Those occasions typically generate much larger impacts than a regular schedule because of the increased number of large matches and the high proportion of international visitors. Separate estimates of the impact of the FIFA World Cup impact for Auckland are reported elsewhere (see Fresh Info, 2023).

4.1 2023-2024 Season

Eden Park's 2023/2024 financial year runs from 1 November 2023 to 31 October 2024. During this period, the stadium hosted a wide range of sporting, cultural, and community events. As shown in Table 13, total attendance at sports fixtures and concerts held on the main ground reached almost 495,000 for the year. An additional 40,562 people attended local and community events, while activities on the stadium's secondary pitch, the Outer Oval, attracted a further 5,360 patrons, generally at no charge.

Table 13: Events and attendees, Eden Park 2023/24

Sports	Concerts	Other Events
22 Matches on Main Ground	3 Concerts	5 Local, Cultural Events
363,444 Attendees	130,678 Attendees	40,562 Attendees
$52M Gross Revenue	$56M Gross Revenue	Gross Revenue Not Calculated

Notes: Time period is 1/11/2023 to 31/10/2024. Gross revenue for sports and concerts is reported from ticket sales and event-related revenues included in the analysis, with estimates imputed for events not directly covered, based on comparable events.

Table 14 summarises the estimated Auckland-based spending and net GDP generated by events over the 2023/24 financial year. The three concerts dominate the results, combined to almost produce double the regional GDP impact of the entire sporting lineup.

A notable feature of the year is that the combined impact of the domestic rugby season of $6.3 million is estimated to have exceeded the contribution from the two near sell-out All Blacks tests. However, $2.7 million of that $6.3 million came solely from the Super Rugby Final, which was significantly better

attended than regular season matches. While the Blues have only hosted a grand final five times since the competition's inception in 1996, the event is not unprecedented. Had the Blues not reached any of the Super Rugby finals in 2024, the net contribution of domestic rugby to the regional economy would have been closer to $3 million. Cricket and football fixtures contributed relatively modest impacts in comparison.

Table 14: Estimated spending and GDP by event, Eden Park 2023/24

Event Type	Event	Total No. Events	Total spending in Auckland ($m)	Net GDP ($m)
Rugby Internationals	All Blacks Internationals	2	18.1	5.8
Domestic Rugby	Super Rugby Rounds	7	6.3	2.4
	Super Rugby Finals	3	6.1	3.2
	Super Rugby Aupiki Final*	1	0.2	0.1
	NPC Matches	4	1.3	0.5
	Gallaher Shield Final*	1	0.3	0.1
Cricket	Blackcaps Internationals	3	4.2	0.9
Soccer	A League Fixture*	1	1.1	0.4
	Sport Total:	22	37.6	13.3
Concerts	Concert Nights	3	32.9	23.9
	Total for all events on main ground:	25	70.5	37.2

Notes: Time period is 1/11/2023 to 31/10/2024; figures are totals for all events in each category in that time. "Total spending in Auckland" reflects gross expenditure within the region by event attendees, net of spending displaced by Auckland residents and outflows of revenue that leave the region. "Net GDP" is the additional GDP generated by the Auckland-based spending after subtracting the estimated GDP associated with displaced spending. Spending and GDP estimates are summed across all events. Events marked with * were not directly analysed; their impacts were inferred by applying the relevant event category estimates and weighting by attendance. Totals may not sum exactly due to rounding.

4.2 Scenarios with greater utilisation

This section illustrates the potential impact of increased utilisation of Eden Park, while remaining well within the stadium's physical and consented capacity. We present two scenarios that use the event schedule from 23/24 as the base. The first scenario assumes that the concert schedule is expanded up to the maximum number currently permitted under the recently granted resource consent, which allows up to twelve concerts per year. The concert programme is assumed to follow the historic ratio of three large concerts for every one medium-large concert. We dub this scenario 'maximum concerts'. The second scenario assumes that attendance at Super Rugby games is significantly increased until all matches are classified as 'large' sporting fixtures by our definitions. This would be akin to the Blues having the average attendance of the Brisbane Broncos, the most well-attended Rugby League team in Australia, who averaged almost 40k attendees per game in the 2024 NRL season. We also assume that the Blues have a set of home finals, and there are still two large All Blacks matches, as was the case in the 2023/24 season. This scenario is dubbed 'maximum rugby'.

This exercise assumes a linear scaling of events. For each event type, we take the average net impact per event from the study events and multiply it by the number of events of that type in the hypothetical year. The approach treats each event-night as an independent draw on demand and supply, with attendance mix, per-capita spending, and the input-output multipliers held constant by event category. It also assumes no additional capacity constraints beyond the consented cap on concerts, and that direct and flow-on effects are additive across events in a year.

There are limitations to this assumption, particularly for very large and higher-priced events such as concerts. There could be diminishing returns from demand, as some audiences may only have the time or budget for one major show per year. Similarly, on the supply side, the pool of global touring artists capable of filling a stadium, and who are prepared to add New Zealand to their tour schedule, is limited. However, heterogeneity in musical preferences implies that the overlap across fan bases is incomplete, so diminishing returns may be modest. Recent experience also suggests that an increased concert schedule could induce substitution from overseas trips to domestic attendance. Airlines added capacity for thousands of New Zealanders to fly to Australia for Taylor Swift's 2024 shows, indicating strong artist-specific demand that could be captured locally if comparable events occur in Auckland.[13] Increasing returns can be achieved if frequency and convenience shift attendance from "once-in-a-lifetime" overseas trips to more regular domestic events. On the supply side, a recurring concert calendar with capacity for many events may also create increasing returns, both by normalising New Zealand as a standard tour stop and by reducing barriers for artists who require multi-night bookings. For sporting events, there is evidence that regular attendance exhibits habit persistence (raising future attendance likelihood) and that larger crowds enhance stadium atmosphere, increasing the attractiveness of live attendance (Borland, 2003; Uhrich and Benkenstein, 2012). The elasticity of demand and supply for events, and the depth of the New Zealand entertainment market, are beyond the scope of this report. Hence, we assume constant returns to scale for simplicity.

[13] See https://www.airnewzealand.co.nz/press-release-2023-swifties-assemble-air-new-zealand-adding-new-flights-to-get-fans-across-the-ditch, accessed 24/08/2025

4.2.1 Greater utilisation results

For reference, the 2023/24 baseline generated $107.0 million in gross revenue, $70.5 million in spending retained within Auckland, and $37.2 million in net GDP for the region.

Under the maximum concert scenario, which applies the consented cap of twelve concerts and the historic 3:1 ratio of large to medium-large shows, total activity increases to $272.4 million in gross revenue, $169.0 million in Auckland-based spending, and $107.0 million in net GDP (Table 15). A similar, although smaller, effect is observed under the maximum rugby scenario (Table 16). This scenario assumes that attendance rises so that all Super Rugby fixtures are classified as large and home finals are retained. In this scenario, totals rise from the baseline to $195.5 million in gross revenue, $130.9 million in Auckland-based spending, and $60.5 million in net GDP. Compared with the baseline, the net GDP impact for the region is almost three times higher in the maximum concert scenario and approximately 1.6 times higher for maximum rugby.

These findings showcase how the Stadium has significant theoretical capacity that, if utilised, could have a material impact on the economy of the Auckland region.

Table 15: Estimated impact of greater utilisation of Eden Park – maximum concert scenario

Event Category	No. in 23/24	No. in scenario	Gross Revenue ($m)	Total spending in Auckland ($m)	Net GDP ($m)
Large Concert	3	9	183.0	106.2	74.5
Med-Large Concert	0	3	37.7	25.0	19.1
Large Match	3	3	31.9	22.5	8.4
Med Match	12	12	17.1	12.9	4.0
Small Match	7	7	2.6	2.4	0.9
Total			272.4	169.0	107.0

Notes: Time period is 1/11/2023 to 31/10/2024; figures are totals for all events in each category in that time. “No. in 23/24” represents the number of events of that type in the 2024 financial year for reference. “No. in scenario” refers to the number of events used in the hypothetical scenario, and which are used to calculate the revenue, spending and GDP figures. In this scenario, we assume that the stadium hosts the maximum number of concerts currently permitted (12). The concert programme is assumed to follow the historic ratio of three large concerts for every one medium-large concert. Total may not sum exactly due to rounding.

Table 16: Estimated impact of greater utilisation of Eden Park – maximum rugby scenario

Event Category	No. in 23/24	No. in scenario	Gross Revenue ($m)	Total spending in Auckland ($m)	Net GDP ($m)
Large Concert	3	3	61.0	35.4	24.8
Med-Large Concert	0	0	0.0	0.0	0.0
Large Match	3	12	127.6	89.9	33.8
Med Match	12	3	4.3	3.2	1.0
Small Match	7	7	2.6	2.4	0.9
Total		0	195.5	130.9	60.5

Notes: Time period is 1/11/2023 to 31/10/2024; figures are totals for all events in each category in that time. "No. in 23/24" represents the number of events of that type in the 2024 financial year for reference. "No. in scenario" refers to the number of events used in the hypothetical scenario, and which are used to calculate the revenue, spending and GDP figures. In this scenario, the 23/24 year is used as a baseline, but we assume that Super Rugby attendance increases to make all Super Rugby matches 'Large matches'. Total may not sum exactly due to rounding.

4 Conclusions

The impact of an event at Eden Park on Auckland's economy depends on three key elements: the number of attendees, the proportion of attendees who are visitors to the region, and the percentage of each dollar spent that is retained locally. Concerts typically deliver larger per-event impacts because they attract more visitors, resulting in additional spending for the region. Sporting fixtures usually have more minor effects per match, but the impact accumulates across a season, and large matches can have a significant effect. Fixtures involving Auckland-based teams tend to have a higher proportional impact, as a larger share of displaced spending by Auckland-based attendees is captured by local clubs and suppliers and re-spent in the region, rather than flowing to national bodies or visiting teams. While events with significant local attendance can have small direct effects due to a high proportion of displaced spending, supply-chain and induced effects can be comparatively large. This is because event-delivery industries tend to have higher multipliers than the household spending profile used for the displacement benchmark. These patterns highlight a central mechanism of regional impact: additionality of spending and the strength of the channels through which revenue is retained and multiplied within Auckland.

The analysis in this report is regional in scope. It estimates the impact of events at Eden Park on Auckland by identifying spending that is retained in the region and accounting for displaced local activity. A national assessment would differ. The spending of visitors who reside in other parts of New Zealand would not be additional because it represents displaced economic activity in those regions. Similarly, outflows of revenue from Auckland to other parts of the country would not be considered a loss. Net national gains instead depend on additional New Zealand-based spending, which is driven by the proportion of international attendees, the extent of revenue remitted offshore by touring artists or teams, and the extent of displaced (or additional) New Zealand-based activity induced by the event. National effects may also include strategic benefits from Eden Park's capacity to anchor bids for major international competitions that require large stadia, and the associated impacts of hosting such competitions. An investigation of national effects is left for future research.

Several limitations shape the interpretation of results. The input-output approach is static and linear; it assumes fixed production relationships and prices, and does not consider supply or demand constraints. It also does not assess welfare. For example, displaced Auckland spending is evaluated in terms of its net regional impact on economic activity through direct and flow-on multipliers. However, each attendee chose to displace their spending, revealing a preference for the event over the displaced alternative. This implies that there is a consumer surplus enabled by the event. Dynamic ticket pricing means that event organisers can capture a portion of this surplus, but not all of it. In which case, there is likely a net welfare gain for Auckland consumers from the event occurring.

Furthermore, some inputs cannot be fully observed at the event level, and conservative assumptions were applied where necessary based on the best available information. Additional data that parameterises these assumptions might result in larger estimates of the impact of events. The spatial distribution of benefits within Auckland is also not identified, and neighbourhood-level effects are not quantified. The forward-looking scenarios assume linear scaling of event impacts, although diminishing or increasing returns to additional events are plausible. Public-finance effects and non-market externalities (including congestion, noise, and amenity costs or benefits) are outside the scope of this study. Similarly, climate impacts, such as the effect of hosting events at a well-

connected stadium over alternative venues (or alternative entertainment options), are not considered. Hence, the estimates presented here should not be interpreted as net social benefits.

In addition to an investigation of national impacts from the stadium, two strands of further work would strengthen the decision-usefulness of the analysis. First, a structured sensitivity analysis should systematically test which parameters and assumptions have the most significant impact on the result when varied within a plausible range. This was conducted at a small scale during the analysis, providing confidence that the key takeaways are robust. However, a systematic approach will help inform the boundaries of this confidence and indicate which data sources would most improve future estimates.

Second, a complementary investigation at the neighbourhood scale would assess business outcomes in centres near Eden Park, alongside estimation of the substitution between centres in Auckland. This could combine anonymised transactions, footfall indicators, and business microdata with event timing to estimate changes in turnover, opening hours, and employment during event and non-event periods, while accounting for displacement from other locations. It would also enable a first-order test of whether the stadium increases or decreases agglomeration effects at the local and city levels.

Overall, within the scope of this study, events at Eden Park make a clear positive contribution to Auckland's economy. The magnitude of that contribution depends on who attends, where and how money is spent, and the degree to which revenue is retained in Auckland. This analysis has employed a rigorous and detailed approach, accounting for displaced local spending, revenue that flows out of the region, and the structure of local supply chains to estimate both direct and flow-on effects. The results point to meaningful regional gains under current patterns. The scenario analysis suggests that an expanded event schedule can enhance the contribution within existing consent and capacity settings. While the figures are not forecasts and remain contingent on the assumptions discussed, the framework is transparent, reproducible, and readily updated as new evidence becomes available. It provides a sound basis for comparing future scheduling options and estimating the potential impact of events at the stadium.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