



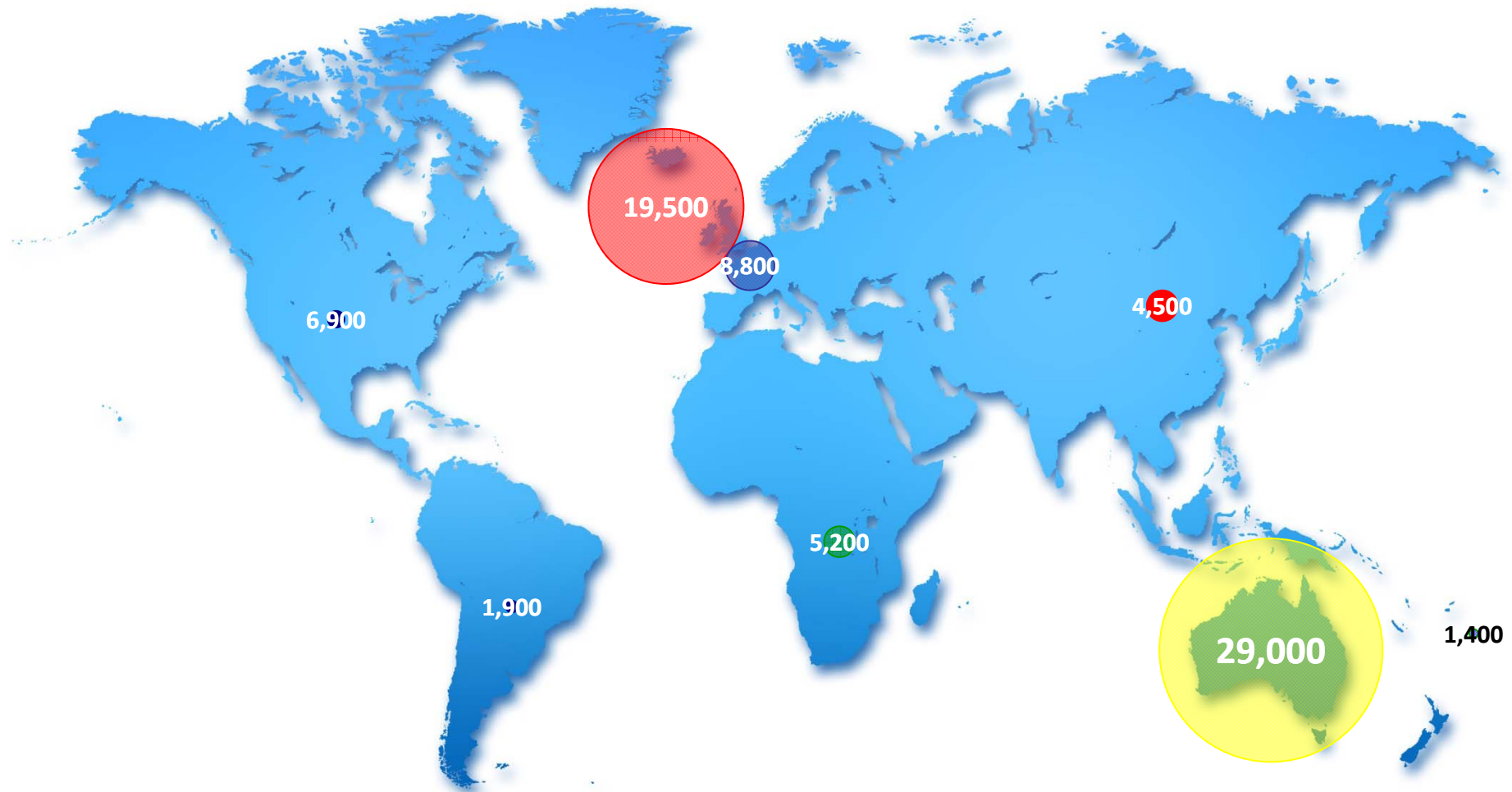
**NEW ZEALAND**  
**2011**

# Rugby World Cup 2011



9 September – 23 October 2011.  
48 games. 12 venues. NZ-wide.

# Visitors to NZ by Region



Source: Rugby NZ 'May 2011'



**NEW ZEALAND FESTIVAL** 

Celebrating New Zealand's culture & heritage,  
arts & theatre, music, food & wine, sport & recreation,  
nature & outdoors, business

**REAL**

**NEW ZEALAND SHOWCASE** 



NEW ZEALAND  
**2011 BUSINESS CLUB**

# NZ 2011 Business Club



Make great international connections  
during Rugby World Cup 2011

# Hosting Events







# Seafood Sector Festival Events

- Whitianga Scallop festival
- Savour Bluff Oysters
- Kaikoura Seafest
- West Coast Whitebait Season Festival
- Catch 'it' Bay of Islands Seafood Tournament
- Russell Oyster Festival
- Port Chalmers Seafood Festival

# Business Club Hosting Events

- Mahurangi Rugby Club Golden Oldies and Mussel Festival (Northland)
- Trout fishing & guided Scalloping (Nelson)
- Coastal cruise & fish (Taranaki)
- Seafood harvest & feast (Wellington)

# What Next?

- Register to the NZ 2011 Business Club  
[www.nz2011.govt.nz/business](http://www.nz2011.govt.nz/business)
- Consider what event or activity you might want to host
- Tell us about your international guests – so we can look after them