



2016 IFEA WORLD FESTIVAL & EVENT CITY™ INTERNATIONAL RECOGNITION FOR EVENTS CAPITAL

Our reputation as New Zealand's events capital has been reconfirmed after Taupō was recently named as a 2016 International Festivals and Events Association (IFEA) World Festival and Event City.

The award recognises cities that provide an environment that allows for successful festivals and events and was announced at the 2016 IFEA Conference held in Tucson, Arizona in September.

This is the second time the district has claimed this award, previously taking out the honour in 2010.

Taupō District mayor David Trewavas said the whole community should be proud of the recognition.

"This award isn't just great news for our events team and

the organisers behind all of our events, it's also recognition for the thousands of local volunteers who give up time every year to make our events so successful.

"We have a friendly, supportive and professional environment for the 125,000 people that participate in events in our district each year, and we are proud of our reputation that keeps these visitors coming back. This award will help boost that reputation even further."

The successful application was submitted with support from the organisers of a number of our large annual events, including Kellogg's Nutri-Grain IRONMAN New Zealand, Lake Taupō Cycle Challenge, Taupō Summer Concert, the Great Lake Relay and Wanderlust Great Lake Taupō.



TURANGI EVENT THE BEST IN NEW ZEALAND

The Turangi community is still celebrating after receiving a national award for a festive event that brought the Turangi community together during summer.

Safe Turangi took out the Best Community Event of the Year award for Turangi Christmas in the Park 2015 at the New Zealand Association of Event Professionals (NZAEP) annual awards.

Taupō District Council's district events manager Steve Giles said it was a huge achievement for a community group from a small town to be named the winner.

"This category had some amazing events entered, and we are thrilled Christmas in the Park was named as the best of the best in community events," he said. "The win helps solidify our position as the events capital and strengthens our brand as the destination of choice for national and international events."

Kiwi music star Stan Walker headlined the event with more than 5500 people visiting as part of Turangi's 50th jubilee celebrations.

Two other Taupō District events featured in the awards as finalists. Audio Visual People (AVP) were up for Best Industry Supplier for an Event category and Kellogg's Nutri-Grain were up for Best Partnership with IRONMAN New Zealand.

MAJOR EVENTS HERE TO STAY

Two of our most iconic events will continue to bring thousands of visitors to the district each year after committing to Taupō into the future.

Earlier this year, Taupō Summer Concert organisers signed an agreement to keep their event here until 2028, with the team behind the Kellogg's Nutri-Grain IRONMAN New Zealand and Kellogg's Nutri-Grain IRONMAN 70.3 committing to Taupō for at least another five years.

Council agreed to grant Taupō Summer Concert an extension to their current agreement, which will allow them to hold a concert between January and March every year until 2028.

Mayor David Trewavas said the annual event's organisers have a proven track record of bringing international acts to Taupō, benefitting the whole district.

"We've had an average of 14,000 people attend the concert each year since the first concert in 2012, and our visitors bring over \$2 million of economic benefits to our district each year."

While music fans will be happy about many more years of rock concerts, sports fans will be pleased about Taupō District Council, Tūwharetoa Maori Trust Board and Kellogg's Nutri-Grain IRONMAN recently agreeing on a new partnership to host the international sporting event through to 2021.

Mr Trewavas said the strong benefits IRONMAN events bring to our district will continue.



"Over 30,000 participants from more than 60 countries have taken part in IRONMAN events in our district since they have been held here, bringing around \$100 million into Taupō and around New Zealand.

"One of the other benefits from these events is the fantastic way it has united our community. We always have thousands of volunteers out on the streets supporting the athletes on race day. There's a magnificent spirit in the town and they have really taken an ownership of this event."

Kellogg's Nutri-Grain IRONMAN 70.3 Taupō takes place on December 10 2016. The next Kellogg's Nutri-Grain IRONMAN New Zealand takes place on March 4 2017 and will be the 19th time it has been hosted in Taupō.

What's on?

- 4 Nov Starlight Cinema Fireworks & Laser Extravaganza, Owen Delany Park
- 5 Nov River Wild Raft and Run Team Challenge 2016, Tongariro River
- 5 Nov - 12 Dec Lake Taupō Cycle Challenge – 40 Years Exhibition, Taupō Museum
- 5 Nov - 12 Dec Re-cycle exhibition, Taupō Museum
- 9 Nov Celtic Illusion - Witness the Magic, Great Lake Centre
- 12 Nov Grease The Musical, Great Lake Centre
- 18 - 20 Nov New Zealand Show Horse Council Nationals, National Equestrian Centre
- 26 Nov Lake Taupō Cycle Challenge, Lake Taupō



For more information on Taupō District events visit www.GreatLakeTaupo.com

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