



PRINCE'S TOUR IS VALUE FOR MONEY

Prince William's visit to New Zealand has already paid for itself. The worldwide coverage of our Prince's visit is extensive, and very valuable to New Zealand. Coverage of trip is being widely reported already in the UK and Australian Press.

"Every time Prince William's trip to Aotearoa is mentioned, it is a bold advertisement for New Zealand," says Professor Noel Cox, Chair of Monarchy New Zealand.

References to the Prince's impending trip have been made in every major newspaper in both countries. "If we were going to pay for this kind of advertisement, it would cost a fortune."

A single full page ad in the British newspaper, The Times costs \$56,000 NZD. "Kiwis are already getting a great return on their investment."

By raising New Zealand's profile through his visit, Prince William is giving a huge boost to our tourism industry. He will highlight New Zealand as the host for the 2011 rugby world cup, which is particularly timely, and very valuable.

If Prince William has raised interest in New Zealand even slightly, the financial income will be very impressive. New Zealand spent \$75,000,000 NZD on tourism promotion last year, earning 200 times that in return, about 15 billion dollars. A similar return would see the press coverage of the Prince's trip, worth hundreds of thousands of dollars, potentially return millions in increased tourism revenue.

"No matter how you look at this, it's good news for New Zealand. Bringing Prince William here will put New Zealand in front of millions of readers, viewers, and listeners all over the world. Some of them are going to follow in his footsteps."

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