

AOTEAROA NEW ZEALAND FESTIVAL^{OF} THE ARTS

Beyond the stage:
2024 Festival impacts

*I tua o te Atamira:
Pānga Whetiwara 2024*



AOTEAROA NEW ZEALAND FESTIVAL^{OF} THE ARTS

The biennial Aotearoa New Zealand Festival of the Arts made its much-anticipated return to Te Whanganui-a-Tara Wellington earlier this year, following the significant challenges faced during the 2022 Festival due to Covid-19.

Marking their final festival, Creative Director Marnie Karmelita and Director Ngā Toi Māori Mere Boynton delivered an extraordinary programme that brought the spectacular, joyful, and breathtaking to Wellington.

Over seventy events, engaging more than five hundred artists and crew, took place showcasing acclaimed international talent, world premieres, and iconic contemporary arts experiences. For 2024, the Festival extended into autumn with Light Cycles by Canadian creative studio Moment Factory at the Wellington Botanic Garden ki Paekākā which was experienced by more than 31,000 people alone.

In total, more than 68,000 tickets were issued with an overall attendance of 470,000 including to free events.

This report highlights the powerful impact of this year's Festival, from how it made people feel to its significant economic and social impact on the community.

Thank you to our incredible supporters for travelling this path with us. As we set our sights on the future, your commitment to our artists and creative vision is more vital than ever.

Celebrating a major milestone—our 40th anniversary—the Aotearoa New Zealand Festival of the Arts will return to Te Whanganui-a-Tara Wellington in the Summer of 2026.

Top: *Meow Meow's Pandemonium*, photo: Hagen Hopkins | Centre: *Soweto Gospel Choir*, photo: Nick George | Bottom: *Jungle Book Reimagined*, photo: Nick George



Festival Highlights

Ngā miramira o te whetiwara



70+

Events



5

World
premieres



471,000+

Overall attendance



550+

Artists and crew from
9 countries



300+

Staff and contractors
employed



46

Volunteers
and interns



53%

of attendees say they
are more likely to
attend an arts or culture
event because of their
Festival experience



77%

of attendees agree
the Festival is helping
to develop Aotearoa
New Zealand culture



420

pieces of unique
media coverage, with a
cumulative reach of

28.2m+

Economic Impact on Wellington City

Te pānga ōhanga ki Pōneke



Injected

\$43.8m*

of direct spending into the city's economy. This Resulted in an economic boost to the city's GDP of

\$39m*



(up 56% from 2018)



100+

Suppliers engaged



* Estimated by BERL, a leading providing of economic research and analysis

How many came?

Tokohia i tae mai?



471,000+

Attendance



(Up 52% from 2018)



149,100*

Unique attendees



(Up 69% from 2018)



68,000+

Tickets issued



34,000*

Unique attendees
from outside the
Wellington Region

* Estimated by BERL, a leading providing
of economic research and analysis



403,000+

Experienced free
events



Who was there?

Ko wai i reira?



18%

First time attendees



18%

Of newcomers were under 25 years of age



20%

Non-New Zealand European attendees



900

School students from 30 schools



43%

of Wellington City residents attended an event



370

Access and Inclusion programme attendees



(Up 12% from 2018)



16

Events for the Access community

What did people think?

Ngā whakaaro o te marea?



93%

Audience satisfaction



95%

Would consider attending the Festival in the future



86%

Agree the Festival brings world-class art to Aotearoa New Zealand



88%

Agree the Festival is an important part of Wellington's events calendar



97%

Of Wellingtonians who attended agree that hosting events like the Festival makes Wellington a more enjoyable place to live



88%

Of Wellingtonians who attended agree that hosting events like the Festival increases their pride in the Region



74%

Of *Light Cycles* attendees from outside of the region agree that attending the event improved their perception of Wellington as a place to visit



Campaign results

Ngā kitenga kōkirikiri

Key markets: Wellington Region, Auckland, Christchurch, Nelson and 5-hour drive time vicinity.

Strong media and promotional partnerships across broadcast, online, print and outdoor activity including: Stuff, *The Post*, MediaWorks, The Breeze, Ooh!Media, Phantom Billstickers, Wellington Airport, WellingtonNZ, Ticketmaster, iTICKET.



Total Meta reach of

1.2m+

with

37,100

Content interactions



30%

Increase in Facebook and Instagram followers



223,220

Website users across full campaign



238

email campaigns sent with

55%

open rate



Print campaign reached

35%

of all 24-54 year olds nationally with an average of four print ads seen by each person



420

pieces of media coverage secured with a cumulative reach of

28.2m+

Thanks to our festival partners

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AOTEAROA
NEW ZEALAND
FESTIVAL OF
THE ARTS

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DIVE INTO THE
EXTRAORDINARY
THIS SUMMER

23 February -
17 March 2024
Te Whanganui-a-Tara

BOOK NOW
FESTIVAL.NZ

mediaworks

CORE PARTNER Absolutely Positively Wellington
CORE FUNDER Cercati

City Centre
Porirua

ANY QUESTIONS?

HE PĀTAI ĀU?

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